Yoho National Park Service Plan

Environment Canada

Canadian Parks Service

Western Region

YOHO NATIONAL PARK SERVICE PLAN

APPROVAL

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FORWARD

FORWARD

A. Plan purpose

This Park Service Plan:

- facilitates implementation of the regional Strategic Plan.
- translates the conceptual direction in the approved Park Management Plan into an operational level of detail.
- focuses on providing a package of services, facilities and programs aimed at meeting the expectations of six park user groups.
- balances the needs of user groups with the aims and objectives of the Canadian Parks Service (CPS).
- addresses visitor services, interpretation and communication elements of public safety and resource protection.
- outlines promotional and marketing strategies aimed at managing use levels and maintaining existing park clientele.
- charts courses of action for the improvement of services until the five year management plan review.
- seeks to improve operational and development efficiencies.

B. Plan Components

There are four main components to this plan, each intended for a different audience. Each contains increasing levels of detail. The components are:

- **Executive Summary:** This component is geared for Senior Managers. It provides an overview of the major strengths in the park's current offer of service and ways to build upon them. It also identifies weaknesses and the solutions required to resolve them.
- **Service Plan:** This component is intended for Cost Centre Managers at the field and regional level. It provides the basic direction for improvements, identifies specific actions to be taken and the context for the necessary changes.

- **Appendices:** These provide very specific details that will significantly aid those who will be implementing the plan. Media Specialists and A&E staff will find these particularly useful.

- **Background Information:** This document is a collection of all the information used to prepare the service plan and the detailed analysis. Those individuals involved in implementation will need to refer to it. There is only one copy of this document and it is located at the park. This document includes a bibliography.

C. The Customer Perspective

This plan is based upon a customer orientation. Throughout its development the focus has been on the visitors needs and expectations. CPS mandates for preservation and presentation as well as information on future societal trends have been woven into this customer oriented focus.

D. Lake O'Hara Area Planning

The Lake O'Hara area involves many issues related to visitor management - some of these have been dealt with in this plan. An area plan is currently under way, however, and more specific and complex issues were left to be dealt with in that plan.

PLANNING TEAM AND ACKNOWLEDGEMENTS

Planning Team

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Acknowledgements

Ian Church (Superintendent, YNP) - for providing guidance and support throughout the process.

Backcountry Committee (YNP) - a forum that provided identification of many issues and helped develop several solutions.

Greg Belland (Marketing, WRO) - helped incorporate marketing principles and provided very useful trend information.

Judy Otton (Mgmt Planner, WRO) - provided background on many Management Plan decisions.

Rob Ward (Design Unit, WRO) - suggested improvements to the content and design of the plan to make it a more useful document. Rob also assisted with implementation schedule.

Pat Glover (A&E, WRO) - assisted in preparing the implementation schedule and provided useful suggestions how to consolidate implementation with A&E work.

Wendy Shanahan (YNP) - assisted in editing.

Visitor Activities Branch (PHQ) - provided many useful suggestions for refining the document and provided moral support.

In addition many YNP Staff contributed to the identification of issues and the suggestion of solutions as well as sharing thoughts on where Yoho should go in the future.

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SUMMARY

SUMMARY

Yoho National park is part of the 20,160 sq. km. Rocky Mountain Park Block along with Banff, Jasper and Kootenay national parks. These four parks were designated a World Heritage Site in 1984 in recognition of their internationally significant resource values. The Burgess Shales within Yoho were previously designated in 1981 for their exceptional value.

Yoho National Park, an area of 1313 sq. km., is on the western side of the Continental Divide sharing boundaries with Banff and Kootenay National Parks. The Trans Canada Highway transects the park and links the park with the Columbia Valley. The park is notable for its massive mountains; narrow, steep-walled valleys; and abundance of waterfalls and cascades hence the park's main theme "Rockwalls and Waterfalls".

The park was established in 1886. Since then an array of services and facilities have been established. Over the years millions of visitors have "discovered" the park's treasures with many of them repeatedly coming to the park and who take a strong interest in park management (eg. Lake O'Hara users). However over the years many of the services and facilities have deteriorated; many are no longer adequately serving todays visitors; are not being managed with an eye towards future changes to customer groups; and are not fully assisting in the protection of park resources. However these problems can be overcome by strengthening the parks understanding of visitor needs and societal trends; providing services that better match market expectations; allocating resources to where they will have the most positive impact; and developing better visitor use management programs. This plan identifies how these can be achieved.

Planning Framework

This is one of the first of a new generation of plans for national parks in Western region and CPS. It represents a major shift in how CPS plans services for visitors and outreach programs. It is a service plan. It differs from past planning efforts in that it covers visitor services, interpretation and communication aspects of public safety and resource management in an integrated manner.

The other major difference is that this planning process is market oriented; it profiles major markets and then seeks to satisfy their needs within the limits of CPS mandates. It also seeks to present heritage themes and management messages selectively to each of the park's markets. It positions the park. As such it is also the park's marketing plan.

The organization of data analysis and planning decisions for this plan have been based upon the key park markets, park objectives and the stages of a typical visit and viewed from the customer's perspective. These stages are:

- becoming aware of the park (awareness)
- preparing to visit the park (trip planning)
- travelling to the park (en-route)
- arriving at the park (reception)
- participating in park activities (interpretation, recreation)
- departure (feedback)

Because extension does not fit into this trip cycle sequence and is a heritage appreciation activity it has been addressed as part of Interpretation.

Planning in this comprehensive manner may appear simple and logical but the region has only begun to utilize it. As a result, the service planning process has revealed major weaknesses in many parts of the park program. This plan seeks to solve these problems. This plan also sets levels of service (service standards) and service priorities to guide operations, recapitalization and development. In taking this approach, it has challenged standard approaches to planning facilities and delivering services.

This plan represents a significant positive step for the park towards improving services, helping the park become more future oriented and achieving more successful partnerships.

The plan is intended for park staff and technical staff involved in implementation.

Relationship to the Regional Strategic Plan

The development of YNP's service plan took place prior to and during the development of the regional strategic plan "Choosing Our Destiny". Nonetheless this service plan facilitates the implementation of several aspects of the Destiny document. In particular, the core values are the foundation of the plan; environmental and cultural messages and the presentation of them to the public has been addressed; emphasis has been placed upon better managing visitors to ensure appropriate park experiences and to protect park resources while maintaining high levels of visitor satisfaction; many of the park staff have contributed to the development and solutions identified in this plan and are committed to its implementation; specific training programs have been identified to help park staff better fulfil todays and future visitor needs; partnerships will be fundamental in achieving service standards and strengthening relationships; some streamlining has been achieved through a reduction in the number of subsequent planning programs. In addition many Service planning solutions were input into both the park and Western Regional strategic planning forums.

A key aspect of the regional strategic planning initiative is to provide a more future oriented approach to park management. This has partially been addressed in this service plan through addressing key societal trends.

Relationship to the Park Management Plan

The park's management plan was approved in November 1988 and provides direction for the next 15 years. It provides the strategic direction for the park. However it was prepared prior to Western Region's initiatives in service planning. As such it was prepared without a customer orientation. It focuses on existing services and facilities rather than distinct market groups or potential markets.

This service plan is subordinate to the management plan and seeks to implement its direction. The service plan focuses on existing park markets and provides a customer focus. However a future orientation has been addressed through the assessment of societal trends. It provides guidance to service and facility operation, recapitalization and development to ensure that future customer needs will be met.

The service plan charts a course of action for the next five years. A major review of it should take place at the same time as management plan review.

Guiding Principles

The service plan is guided by a number of underlying principles:

* the park will strive to provide the park's clientele with the most satisfying experience possible within the bounds of CPS mandate. Services, facilities and management programs will be based upon resource protection and heritage presentation objectives.

* the park will strive to make more Canadians aware of opportunities to appreciate and enjoy YNP.

* the park will provide an integrated package of recreation and communication services to each of its Visitor Activity Groups.

* Levels of Service have been established based on realistic customer needs and not on the park's existing level of resources. In fact, many initiatives to reach this level are beyond the capability of the park's existing resource base. This underscores the requirement to utilize partnerships as one means of overcoming existing shortfalls in the required service offer.

Visitor Activity Groups (Markets)

Yoho National Park customers have been segmented into the following Visitor Activity Groups. They are listed in relative order of importance.

Active Group

These are persons who partake in activities that involve a medium degree of adventure and risk. They want to explore the park on their own terms with minimum evidence of man made intrusions. They are interested in a physical challenge when the rewards are high. Typical activities include hiking, backcountry camping, ski touring, river canoeing etc.

Leisure Group

These are visitors who partake in activities that involve relatively little energy and risk and a high degree of security. They want to be in a natural setting but not isolated and to undertake a variety of activities. They want some comforts. Activities include picnicking, pleasure driving/sightseeing, strolling, frontcountry camping, attending interpretive events etc. This group has the greatest dependence on frontcountry facility development.

Heritage Appreciators

These are people whose primary purpose is to learn more about the park's resource. This includes researchers, educational groups, extension groups and professional writers and photographers both within and outside the park.

Package Groups

Those visitors who are in the park as part of a group; are on a set schedule; and seek information and services in a package form. They want all the trip details taken care of for them and they want to see all the parks accessible dramatic scenery. These includes bus tours, convention participants and skill development groups.

Challenge Seekers

These are visitors who participate in activities requiring high levels of skill and risk. The desire to obtain these benefits reduces the importance of setting. Activities include rock climbing, mountaineering, kayaking and caving etc.

Through Traffic

These are people travelling through the Kicking Horse Corridor with no intention of stopping but may on occasion stop for gas, food, overnight accommodation or to use washrooms.

Because the park management plan did not address potential markets this plan focused on the types of visitor groups currently using the park.

Trends

The following major societal trends influenced the development of this plan:

- * people travelling further afield.
- * increased competition for leisure time.
- * advancements in technology.
- * increasing percentage of older and educated visitors.
- * increasing environmental concerns.
- * increasing self-reliance.
- * increases in stress.
- * increasing cultural mix of Canadians.
- * people taking more frequent but shorter vacations

Yoho National Park Strengths

In this plan, the planning team has capitalized on the park's key strengths:

- * great hiking park with a good variety of experiences and degrees of difficulty and quick access to the alpine and subalpine.
- * part of the Rocky Mountain Park World Heritage Site and Heritage River status of the Kicking Horse River .
- * Burgess Shale fossils and accompanying high quality interpretation.
- * areas where visitors naturally congregate that offer a variety of recreational activities and opportunities for experiencing key heritage themes (Emerald Lake, Kicking Horse campground, Takakkaw Falls etc).
- * friendly, courteous frontline staff.
- * a cohesive management team that is committed to increasing customer satisfaction and innovative in its approaches.
- * wilderness ambience of various areas of the park.
- * many accessible, dramatic features.

Weaknesses, Opportunities

In a park that is 104 years old, and that has only recently undergone comprehensive planning, some weaknesses in customer services, facilities and management support tools are inevitable. The following are major areas this plan has addressed:

* poorly defined experiences that park should offer.

* current communication programs are not presenting the full range of themes and messages; they are disjointed, not targeted and not planned and delivered in an effective and efficient manner.

* there is inadequate or outdated interpretation at most high use areas.

* opportunities for increasing partnerships.

* opportunities to provide visitors with experience packages and improve the integration of services.

* very inadequate park entrance signage. There is no feeling of entering or leaving a special place.

* east bound traffic has access to very few facilities because of turning restrictions.

* there are significant socio-economic data gaps. Areas of particular concern are:
    - information on visitor expectations, characteristics and preferences;
    - understanding of the Active Group's desired experience in the backcountry and corresponding appropriate levels of service;
    - data on visitors is poorly organised and difficult access in a timely fashion.

* operational constraints are limiting the effectiveness of trip planning services.

* the extension market is poorly defined and services are sporadically provided.

* high use areas have problems with bus parking.

* no defined levels of service (service standards) or service priorities.

The Major Solutions

Market Position: a market position for the park has been established to help the park focus services. Highlights of this position statement are that Yoho is:

- a gateway to Alberta and BC;
- rewarding because of the diversity of accessible opportunities;
- an uncrowded alternative to Banff;
- a park that provides day use opportunities for people staying in other parts of the region to experience steep, narrow valleys in stark contrast to the wide open Bow Valley;
- a hiker's park with easy access to the alpine and subalpine where trails are destinations in themselves;
- a park with a significant railway tradition.

Visitor Experience: for each Visitor Activity Group, the experience the park intends to offer has been defined. These provide the basis for determining what services and facilities should be provided. A summary of the intended experience for each group is:

Active Group:

- a higher level of insight or awareness or involvement with heritage values through group targeted services and facilities focusing on awareness and appreciation.
- annotated maps and interpretive guides will be the primary interpretation/information medium.
- built facilities that are low key and appear as part of the landscape; they will be as unobtrusive as possible.
- minimum conflict with other users.
- three distinct opportunities will be provided; wildland, semi-primitive and primitive.
- information (particularly pre-trip) that clearly reflects the type of experience and character within each of the three opportunities.

Leisure Group:

- a higher level of insight or involvement with heritage values through group targeted services and facilities. Emphasis will be on interesting, entertaining, fun and stimulating programs in a natural setting that help them learn about the park while encouraging a sense of stewardship.
- access to a selection of activity nodes that provide a range of opportunities for the whole family. Associated facilities and services will enhance convenience and security.
- a good, safe, comfortable, fun time and the ability to get away from it all (especially the stress of the highway).
- a variety of front country camping opportunities.

Heritage Appreciators:

- a higher level of insight or involvement with heritage values through group targeted services and facilities.
- easy access to knowledgeable park staff and others allowing them to receive personalized attention or theme specific treatment.
- the opportunity to experience hands on interaction with the resources of interest and to study them.

Package Groups:

- a higher level of insight or involvement with heritage values through group targeted services and facilities. The focus will be on the appreciation and awareness of primary themes through non-personal services.
- maximum comfort with minimum stress.
- safe, secure, efficient, uncongested access to scenic viewpoints, exhibits and attractions.
- introduction to the natural landscape at memorable locations that include opportunities for discovery and pleasant surprises.

Challenge Seekers:

- a higher insight or involvement with the park's heritage values. The focus will be to provide an awareness of the park's major themes through subtle group targeted services.
- low key services and facilities that support self reliance. These will allow the group to participate in challenging experiences that require high skill levels without impact on park resources.

Through Traffic:

- a higher level of insight of the park's heritage values.
- awareness of entering and leaving a national park.
- clearly defined and accessible services that they require (gas, washrooms, emergency services etc).

Other Major Solutions: Distinct "service packages" will be provided to each visitor activity group. Each package will be geared to the needs of the group, at each stage of the trip cycle, while fulfilling CPS mandates for protection and presentation. Key aspects will be the integration of communication programs (in particular, education services) with recreational opportunities.

To achieve these service packages, the following major actions will be pursued over the next 5 years:

- developing media and improving facilities at TCH and Parkway picnic areas, viewpoints and major visitor nodes (Emerald Lake, Takakkaw Falls) for the Leisure and Package Groups.

- development of the Leanchoil area to include picnicking, interpretation, information/orientation, strolling with links to Hoodoos and Chancellor Peak campgrounds to serve the Leisure Group and Heritage Appreciator.
- redevelop the Kicking Horse Overflow area to include group camping, improved picnicking and better integration with the Burgess Shale exhibits and Kicking Horse Campground to better serve the Leisure Group.
- redevelop the Takakkaw falls area to improve interpretation, information/orientation and linkages of opportunities to better serve the Leisure, Active and Package Groups and Challenge Seekers.
- develop trailhead media, interpretive annotated topo maps and adjust levels of service to reflect service standards in the backcountry for the Active Group and Challenge Seekers.

* The foundation of these service packages will be the Interpretation of park themes, environmental and management messages. (ie. recreational opportunity improvements will be based upon a combination of suitability of exposure to key themes, visitor use patterns and needs, and environmental sensitivity.)

* In anticipation of increasing pressure on the backcountry, a limits to acceptable change strategy for the Yoho Valley will be developed to better manage visitor use, ensure resource protection, and ensure defined park experiences are achieved for Active Group and Challenge Seeker satisfaction. This will be pursued as a regional pilot project.

* Develop new entrance signage and information/orientation displays to create a stronger sense of arrival to the park for all Visitor Activity Groups.

* Messages and delivery points for each Visitor Activity group have been identified. Wherever practical information, orientation, Interpretation, environmental and management messages will be integrated. To achieve this, Interpretation Management Units (IMU's) have been replaced with broader communication programs.

* Selected services and facilities will be upgraded to provide access for the disabled persons (primarily members of the Leisure and Package Groups) to a cross section of the parks heritage themes and recreational opportunities. These will be prime facilities for the anticipated general age increase in park visitors.

- Stronger ties with tourism groups, chambers of commerce, private companies and other agencies will be pursued to improve accuracy of information about the park, to share resourcing of mutually beneficial initiatives and to help achieve defined levels of service.

- Active collection of feedback from park customers on their satisfaction with park services and facilities will be done; an improved system of recording visitor use of selected facilities will be put in place; periodic surveys of visitor groups will be undertaken to monitor expectations, satisfaction, demographic information and trends. A data plan will be prepared for the park to operationalize these requirements.

- Telephone service will be improved to streamline calls for both information and Lake O'Hara reservations. This may include the establishment of a separate "343-YOHO" line".

- Media will be developed to improve cyclists' safety on the Trans-Canada highway. Messages will be targeted to motorists that it is illegal to drive on the shoulder and that the paved shoulder is a bicycle lane.

- Trail media will be installed for cross country skiers at Emerald lake indicating route options and degree of difficulty.

- Levels of service (service standards) have been defined for each visitor activity group and corresponding services and facilities. These will guide day to day operational decisions, workplanning and developments.

- Priorities have been identified for services and facilities in order to guide decisions related to asset reduction, recapitalization, maintenance and new developments.

- Development and recapitalization of facilities will be designed with the customers' perspective and needs in mind.

- Area plans for Emerald Lake and Yoho Valley and a Backcountry Management Plan will not be undertaken. Sufficient guidance is provided in this service plan to guide improvements in these areas such that these plans are no longer required.

- Sink Lake viewpoint will be closed as will Avalanche picnic site (once Leanchoil is developed).

Longevity

This plan provides direction for the long term but with particular focus on the next five years. A major review of the plan should take place as part of management plan review.

Implementation

Throughout this plan, a series of action items have been identified. These represent work that needs to be done to bring about the necessary improvements to customer services. Action items have been grouped wherever practical for efficiencies in implementation.

There is a lot of work to be done and it cannot all be done immediately. Accordingly all action items have been priorized. Major tasks of the most important projects have been identified and phased. Each year the park will reconfirm priorities and proceed with the highest ones where resources will permit. This has allowed the park to integrate this plan with annual work plans, goal setting and the MYOP. It should be noted that a number of these action items have been or are already being implemented.

A summary of the five year work plan is contained in this plan. Detailed phasing of tasks are located in appendices.

O&M and Capital Resources/MYOP

Some, but not all, improvements can be achieved with existing park resources; additional O&M resources would be required to deliver all basic levels of service. In recognition of the current period of fiscal restraint, however, park management will utilize partnerships throughout implementation wherever possible. Additional G&S dollars will be required as new media and facilities come on stream.

If O&M budgets continue to decrease, then service priorities identified in this plan should be used to help guide which facilities are closed or services discontinued. In such a scenario, it will be more effective to close priority facilities in order to to cover maintenance of new or expanded services and facilities.

Major changes to the park's capital MYOP are required and are outlined in this document. Some projects have been expanded in scope, others postponed or deleted, and new projects have been recommended. Priorities for capital projects have been based upon the following criteria:

- support the regional strategic plan
- support the park management plan
- support heritage presentation
- support resource protection
- visitor activity group priority
- respond to trends.

Because of current funding restraints, it will take many years to realise all objectives. If capital resources are not provided to priority projects, then significant existing shortfalls cannot be resolved and declining use of major facilities will likely continue.

What this plan does for park managers

* It provides the basis for the park's MYOP submissions.

* It will help ensure annual workplans are geared to achieving long term goals.

* It defines the operation of the park. As such it is the basis to allocate resources or to cut services if funding situations deteriorate further.

* It provides the foundation for liaison with the tourism industry.

* It provides specific guidance for individual capital projects.

* It is the basis for input into management plan review.

* It should act as the basis for functional and 0-base reviews.

* It is the park's research plan for information on park visitors.

* It has reduced the need for a number of other planning programs.

* Development initiatives should be able to be done in a more timely fashion and with less resources.

Additional Benefits of this Plan

* Provides input into marketing strategies.

* Solutions to problems have been broken down to action items and tasks which can be integrated into the park's annual work plan.

* All action items have been priorized. This will facilitate timely decision making and help ensure park energies are focused.

* Basic levels of service and service priorities have been articulated. These will facilitate day to day and long term management decisions.

* Major management messages (resource conservation, public safety, regulatory, and administrative) will be a significant component of communications.

* Although this plan has taken over a year to complete, the park has been able to implement many aspects of it already. A strong customer focus has influenced management decisions from the moment visitor activity groups were profiled.

  * It integrates capital and O&M resourcing requirements.

1.0 Background Information

1.0 RELEVANT BACKGROUND INFORMATION AND DIRECTION

The following background information and direction were used to guide the development of this service plan.

1.1 Yoho National Park Management Plan

This document, approved in November 1988 by the Superintendent, Regional Director General and the Minister of Environment, provides the basic direction for the service plan.

Throughout the service plan particularly relevant references to various sections of the management plan have been highlighted. To facilitate easy referencing to appropriate direction, the service plan has adopted a similar format to that of the management plan.

Because of changes since the completion of the Park Management Plan (including the introduction of VAMP), and more and better access to information on trends affecting Western Region, this Service Plan makes certain recommendations regarding changes to the Park Management Plan. These are outlined in Section 5.0

1.2 Services for Disabled Persons

In May of 1988 the ADM approved a strategy and action plan for providing services to the disabled (mobility, hearing and sighted). This service plan identifies a strategy for Yoho National Park to fulfill this commitment. In addition a "Services for Disabled Visitors Planning Strategy" will take place during 1990/91 which may make specific service recommendations. It should be noted that as these services are provided it is anticipated there will be increased use and satisfaction by senior citizens as they take advantage of improved facilities.

1.3 Strategic Direction, Program Direction, and Fiscal Restraint

Charting the Course, Choosing our Destiny, program direction, MYOP instructions, and National Communication Strategies have also provided direction for the preparation of this plan. Priorities for implementation have been closely linked to guidance provided in these documents.

Given the current realities of fiscal restraint, plan concepts and phasing have been tailored accordingly.

MYOP direction specifically highlights the need for a greater emphasis on marketing. This service plan is also the park's marketing plan.

1.4 Superintendent's Direction

Throughout the development of this plan, the Superintendent has been closely involved and his guidance sought. Particular emphasis in discussions with him regard the need to improve operational efficiencies and relationships with other agencies and organizations.

2.0 Situation Analysis

2.0 SITUATION ANALYSIS - AN OVERVIEW

The situation analysis is a comprehensive review of the current state of the park's program. The purpose of this analysis is to identify (from the visitor's perspective) strengths, weaknesses, and opportunities.

First, the Service Planning team identified the major park users. Six distinct Visitor Activity Groups were identified and detailed profiles prepared. A primary role of this exercise was to identify visitor needs and expectations.

Second, the park's themes and messages were identified. These include heritage, management, resource management, and public safety messages as well as national Canadian Parks Service and Environment Canada messages.

Third, the team identified the current service offer within Yoho, the local area and the region (see Figure 1).

Fourth, the Park Management Plan direction relevant to visitor activity management was extracted.

To emphasize the visitor perspective and to facilitate analysis, all of this information was organized by Visitor Activity Group and trip cycle. The detailed database is recorded on dBase IV files to enable easy analysis and updating. A hardcopy is available in the background information document.

The database was developed using existing information and staff knowledge.

2.1 Visitor Activity Groups

The team identified 37 activities that currently take place within Yoho. These activities were defined and the users' desired benefit or experience was identified. Using 'Benefit and Experience Sought' as the primary tool, these activities were organized into six Visitor Activity Groups.

The six groups were then priorized based on the following marketing criteria:

- **long term benefit to parks**
  (supporters of the parks mandate)
- **size**
  (large enough to justify separate attention)
- **durability**
  (the group will continue to exist over a reasonable period of time)
- **accessibility**
  (we can reach the group with specific strategies)
- **measurability**
  (we can determine the actual size)
- **defensibility**
  (clearly a distinct group)
- **competitiveness**
  (we have an advantage over similar regional agencies in serving the group)

The six groups in order of priority are:

HIGH	Active Group
	Leisure Group
MEDIUM	Heritage Appreciator
	Package Groups
LOW	Challenge Seekers
	Through Traffic

The Active and Leisure groups ranked medium to high for all criteria and therefore receive an overall high ranking. The Active Group, consisting primarily of backcountry users, are particularly supportive of the park mandate. The Leisure Group places the greatest demand on our built facilities.

The Heritage Appreciators rank medium to high for many criteria but are fewer in number than those ranking high overall. This group ranks highest for supporting the park's mandate.

Package groups are clearly recognizable and accessible. Their numbers appear to be increasing, however, they fall short in the areas of size and support of the mandate.

The Challenge Seekers while being supporters of parks rank low because of their low numbers and their high degree of inaccessibility (they come to the park and leave, often without ever contacting park staff or non-personal media).

In terms of numbers alone Through Traffic is by far the largest group. However, because they rarely stop in the park they are inaccessible and we have no advantage over other agencies in catering to this group.

Appendix 2 contains detailed profiles of each VAG. The following is a summary.

2.1.1 Active Group

Persons who partake in outdoor activities that involve a medium degree of adventure and risk. They want to explore the park on their own terms with a minimum evidence of man made intrusions. They are interested in a physical challenge when the rewards (natural mountain setting, dramatic scenery) are high. Activities include hiking, backcountry camping, Nordic skiing and ski touring, river canoeing, trail and highway cycling.

- mostly Albertans and British Columbians. High percentage of Calgarians with an increasing number of Germans.
- primary use is the Yoho Valley/Emerald Lake and Lake O'Hara areas.
- **Key Visitor Needs:** good pretrip information; current information on conditions, hazards, and regulations; accurate directional media.
- **Key Visitor Expectations:** beautiful scenery; natural setting relatively isolated from man-made developments; basic services of toilets and potable water; adventure; independence; solitude.
- **Key Management Concerns:** public safety; resource impact (vegetation trampling esp. at backcountry campsites); user/user conflicts; lack of information on desired levels of service.
- **Key Trends:** Numbers have stablilized overall over the past five years; no change in this pattern is expected; increases in recreational technology may lead to new activities and quicker and easier access to the backcountry; greater demand for an "experience" than on hard facilities; likely increase in the number of Europeans.

2.1.2 Leisure Group

Those visitors who partake in activities that involve relatively little energy expenditure and risk and a high degree of security. They want to be in a natural setting but not isolated and to undertake a variety of activities. They want some comforts. Activities include picnicking, pleasure driving/sightseeing, lake canoeing, walking, frontcountry camping, and attending interpretive events.

- activities occur within 2 or 3 kilometers of vehicular access.
- high reliance on visitor facilities.
- high proportion of seniors in this group.
- average length of stay is 2 days.
- very little winter use.
- **Key Visitor Needs:** safety and security; good orientation to 'the' sights; pull-offs at scenic locations; clear directional information; access to park staff; awareness of opportunities (Interpretation, etc.).
- **Key Visitor Expectations:** beautiful scenery; clean, unpolluted surroundings; good walking surfaces with easy access to facilities.
- **Key Management Concerns:** feeding wildlife; sightseeing along the Trans Canada Highway; lack of awareness of CPS preservation mandate.
- **Key Trends:** aging population will likely lead to increase in these numbers; increase in RV camping versus tent camping; increase in urban population leading to demand for quality experience.

2.1.3 Heritage Appreciators

Those people whose primary purpose is to learn more about the park's resources. This includes researchers, educational groups, extension groups and professional writers and photographers both within and outside the park.

- high awareness of park mandate.
- good opportunity for multiplier effect.
- can involve considerable staff time.

- primarily summer use; educational groups primarily January to June.
- **Key Visitor Needs:** park contact identified prior to the visit; access to the resources; up-to-date information on availability and location of resources; field guides specific to Yoho; a place to study the resource without interruptions; awareness of Interpretation opportunities.
- **Key Visitor Expectations:** first hand contact with the resource; natural setting with minimal manmade intrusions; knowledgeable staff; access to park literature and photos.
- **Key Management Concerns:** unauthorized collection of park resources; approaching wildlife too closely to get photos.
- **Key Trends:** increasing level of education within the general population; increasing concern for the environment; aging population leading to demand for more cultural interpretation.

2.1.4 Package Groups

Those visitors who are in the park as part of a group, are on a set schedule, and often seek information and services in a package form. They want trip details to be taken care of. They seek the 'hot spots' to see. These include bus tour groups, convention participants and, skill development groups.

- use concentrated in the east end of the park.
- conventions primarily at Emerald Lake.
- primarily an adult group with a high percentage of seniors.
- **Key Visitor Needs:** planning and organization taken care off; social interaction; minimal risk; trip details taken care of; comfort.
- **Key Visitor Expectations:** beautiful scenery; friendly, informed staff; no surprises.
- **Key Management Concerns:** poor bus parking at Emerald Lake and Great Divide; lack of contact between Yoho and group organizers; group size of backcountry skill development groups.
- **Key Trends:** the number of bus tours is steadily increasing and is expected to continue; increase in the number of males and younger people on bus tours; increase in adventure tourism may lead to problems with large groups in the backcountry.

2.1.5 Challenge Seekers

Those visitors who participate in activities requiring high levels of skill and risk. The desire to obtain these benefits reduces the importance of the setting, ie. prepared to ice climb within the transportation corridor. Activities include rock climbing, ice climbing, mountaineering, ski mountaineering, kayaking, and caving.

- very independent group. These people know what they want to do, where to go to do it, and what they need for their activity.
- little contact with park staff.
- high proportion of Calgarians.
- low reliance on visitor facilities.
- **Key Visitor Needs:** accurate, up-to-date information on conditions, relevant hazards and regulations; easy access to registration.
- **Key Visitor Expectations:** rescue service; challenging terrain.
- **Key Management Concerns:** creation of trails where they do not already exist; public safety (avalanche awareness); business licenses for guides; role and impact of alpine huts.
- **Key Trends:** increases in recreational technology may lead to new activities and/or quicker and easier access to backcountry.

2.1.6 Through Traffic

Those visitors travelling through the Kicking Horse Corridor with no intention of stopping but may on occasion stop for gas, food, overnight accommodation, or to use the washrooms. This group includes both private and commercial highway traffic as well as VIA Rail users.

- difficult group to reach.
- length of stay 45-90 minutes. (Some overnighters.)
- no significant difference between east and west bound traffic.
- **Key Visitor Needs:** clear weather; safe road; gas stations; washrooms.
- **Key Visitor Expectations:** good road maintenance; few stops; good directional signs.

- **Key Management Concerns:** wildlife mortality; public safety (mix of through traffic, cyclists and pleasure driving groups combined with increase in commercial traffic).
- **Key Trends:** significant increases in commercial traffic.

2.2 Societal Trends

Planning for the future cannot be effective unless we consider changes taking place in society. These trends are beyond our control but may have great impacts on how we manage our parks. Several societal trends were examined; those that follow are considered most relevant to developing future strategies for visitor activity management within Yoho National Park. It is important to realize that any one trend in isolation should not form the basis of a strategy since many of these are interdependent. For each trend potential impacts are outlined and the VAGs most likely to be affected are identified.

2.2.1 People Travelling Further Afield

- more discretionary income as well as advances in transportation technology will allow people to travel further afield; an increase in leisure time for the Asia-Pacific market coinciding with a decrease for the North American market will add to the impacts.

Impacts
- an increase in the number of foreign and non-BC/Alberta visitors; an opportunity to attract people who are currently on the margin areas of origin; there will be more demand to experience the internationally significant Burgess Shale.

VAGs
- Leisure Group, Heritage Appreciators, Package Groups.

2.2.2 Increased Competition For Leisure Time

- there will be increased competition for people's leisure time amongst travel industry competitors as a result of people becoming more sophisicated, having higher expectations, and seeking greater value for money.

Impacts
- greater effort on the part of CPS to clearly define the type of customer we want to attract; a greater need to take advantage of extension possibilities to reduce the amount of time required for national park 'experience'; a greater need on our part to keep track of changing visitor needs; a greater need to let people know about us and what we offer; a greater need to ensure quality service.

VAGs
- Leisure Group, Active group, Package Groups.

2.2.3 Advancements in Technology

- advancements in technology (equipment, communications, and transportation)

Impacts
- people will be able to travel further afield in less time both to, and within, the park; appearance of new activities (mountain biking, para-sailing, sailboarding); demand for self-access to information via home computers; more access to more remote parts of the park.

VAGs
- communication and transportation will affect all groups; equipment primarily Challenge Seekers, and the Active Group.

2.2.4 Older and More Educated Population

- an aging population (due to demographics but also advancements in health care technology) in conjunction with a more educated, more sophisticated client who has a demand for high quality experiences.

Impacts
- visitors will be more selective about what they do; demand for better quality interpretation; no increase in market share of Challenge Seeker and Active Group segments while increase in Package Group and Leisure Group segments; higher level of education therefore need for more sophisticated media; more demand for fully accessible facilities and opportunities; and more demand for shoulder seasons services.

VAGs
- Leisure Group, Package groups, Challenge Seekers, Active group, Heritage Appreciators.

2.2.5 Increasing Environmental Concern

- growing concern for the environment; parks increasingly becoming wilderness sanctuaries ("islands") as areas outside the park lose these values; higher level of education.

Impacts
- a greater role of 'watchdog' by general public of how we manage the environment as part of park operations; greater emphasis on protection; greater need for the parks to be leaders in environmental ethics (eg. waste management, recycling); greater interest in understanding the heritage resources of the park; demand for more technical interpretation.

VAGs
- all groups.

2.2.6 Self-reliance

- tendency towards self-help, self-reliance, individual choice, work in the home.

Impacts
- increase in demand for detailed pretrip information; increased comfort with self-registration, non-personal interactive information systems.

VAGs
- Challenge Seekers, Active group, Leisure Group, Heritage Appreciator.

2.2.7 Increases in Stress

- increased levels of societal stress as well as an increase in the percentage of people living in urban areas.

Impacts
- greater demand for a quality experience; more frequent but shorter holidays; greater demand for solitude, quiet, and nature opportunities; potential for extension to play a greater role.

VAGs
- all groups.

2.2.8 Changes in Cultural Make-up

- changes in language and cultural groups (within Canada).

Impacts
- greater demand for services in other languages; need for greater awareness of culture needs of different groups; requirement to train our staff to increase awareness of these cultural differences.

VAGs
- Leisure Group, Package Groups.

2.3 Canadian Parks Service Communications: Themes and Messages

The communication program involves several components. We have a mandate to present messages at departmental, corporate, and park levels; communication of these will help visitors better understand the role of national parks. We must also provide visitors with information they need to best plan for and enjoy their visit to the park; communication of these messages will help ensure that people have a positive park experience. A well-planned, balanced presentation of these messages will help foster support for our mandate.

The communication components consist of:

1. Visitor information-based messages which include awareness of the park and the opportunities available, pretrip planning information, arrival information and orientation, public safety messages, and administrative messages (regulations, fees, etc.).
2. Heritage themes which include the natural and cultural history of Yoho National Park, common messages of the Four Mountain Parks, as well as the park's preservation role on a local, national, and international level.
3. Resource management messages specific to Yoho.
4. National Parks National Messages.
5. Broad environmental messages that transcend park boundaries but are included within the mandate of the Department of Environment.

2.3.1 Visitor Information Messages

A visitor has a satisfactory experience when his/her expectations are met or exceeded. To help in this regard we must first create an awareness of Yoho National Park and then communicate a variety of messages at each stage of the trip cycle.

Park Awareness

Yoho National Park protects for all time, a natural area of international significance representative of the west slope of the Canadian Rocky Mountains. Opportunities to appreciate, understand, and enjoy the park are available through a variety of activities, facilities, and services.

Trip Cycle Information

Visitors require some common information at each stage of the trip cycle from Pretrip Planning to Arrival and Orientation to During the Activity. These messages need to clearly identify the recreational and educational opportunities and facilities and services available in the park and the surrounding area.

Some of these messages include:

- what opportunities are available
- what opportunities aren't available
- skill levels required
- locations of park features and facilities
- hours of operation of park facilities
- locations for equipment rentals
- fees
- regulations

Public Safety

Yoho allows visitors to enjoy the outdoors in a natural setting. As such many natural hazards exist, some specific to the activity in which the visitor will be participating. Before heading out visitors should be aware of and check with park staff on hazards such as bears and other wildlife, avalanches, giardia, and road and weather conditions.

Administrative Messages

Having to protect an area while allowing use and enjoyment places us in a challenging situation. We must take certain courses of action to ensure we fulfill this dual mandate of national parks. Our responsibility in maintaining a major transportation route sometimes skews our role in the eyes of the public. By giving the public a better understanding of the reasons for certain regulations, fees, and policies we can hope for a increased support in achieving our goals.

2.3.2 Heritage Themes Messages

This section contains narratives of the park main theme and sub-themes. A listing of detailed messages, cross-referencing between themes and messages, and an inventory of existing non-personal opportunities for specific themes can be found in the Background Information document.

MAIN PARK THEME: Rockwalls and Waterfalls

Yoho National Park is notable in the four mountain parks block for its massive mountains; narrow, steep-walled valleys; and abundance of waterfalls and cascades.

Two basic elements shape both this landscape, and our perceptions and experience of it: rock and water.

Here, where the North American continent begins to drop to the Pacific, the landscape changes abruptly, as narrow river valleys drop rapidly, cutting deeply into the landscape, retreating beneath mountain peaks that seem suddenly higher and steeper than those to the east.

Here, where Pacific weather systems break up against the rocky spine of the continent, is a place of abundant rain and snow, where the mountain climate sustains the glaciers of the Continental Divide, streams and wetlands, diverse vegetation mosaics, and characteristic wildlife of the Rockies.

Here, two kilometres above the level of modern oceans, fossilized sea creatures reveal secrets of ancient marine environments: the things of water have become rock, even as rock, weathered and eroded by water, ice and gravity, is transported by the waters of the Kicking Horse River to the Pacific Ocean, to begin the cycle again.

Perhaps nowhere in the continental cross-section of Canada is the interplay between rock and water so vivid, diverse, beautiful, and readily explored.

Sub-Theme: **From Ocean Bottom to Mountain Top [Rock from Water]**

The mountains of today are the ocean floors of antiquity. Two kilometres above modern sea level, and 500 kilometres inland, Yoho National Park's modern scenery conceals a complex and subtle record of past environments, geological events, and the diversity of the earth's ecological history.

One of the most unique illustrations of this is the internationally important assemblage of soft-bodied fossils - essentially chemical photographs imprinted on rock - found in the Yoho National Park's Burgess Shales.

Sub-Theme: **Ice and Water - Agents of Change [Rock to Water]**

Given time, water is stronger than rock. Yoho National Park is a living record of the tireless work of water in its many forms - winter ice wedges, glaciers, rain, and rivers - in shaping and re-shaping the mountain landscape.

Ice age glaciers widened the valleys and undercut the cliffs. Today, remnants of these glaciers survive in Yoho's high places, feeding rivers with both water and sediment ground from rock. As a consequence, streamflows peak in mid-summer, at the same time as most visitors flock to the park to enjoy, among other things, Yoho's spectacular waterfalls: glacial waters cascading from glacially-carved cliffs.

The Kicking Horse River - a Canadian Heritage River - has many classic features of a mountain river in a glacially-modified landscape.

Sub-Theme: Climate - Caught in the Middle [Atmospheric Water against Rock]

On the seaward side of the Rockies, Yoho's climate is largely controlled by the great weather systems that roll inland from the Pacific Ocean. At the same time, being high in the crest of the Rockies, Yoho does not escape the influence of the interior climate.

Mountain climates are more notable for their local idiosyncrasies than for large-scale consistency. While elevational differences are recognized as creating three broad bio-climatic zones:

- the montane, subalpine and alpine

- and while differences in precipitation and seasonal temperatures can be seen from west to east, much of the fascination of Yoho's climate lies in the park's variety of microclimates.

Sub-Theme: Vegetation - a Mountain Mosaic

From the headwaters of the Peace and Fraser Rivers south to New Mexico and Colorado, the vegetation of the Rocky Mountains shows a surprising degree of consistency. Yoho National Park's vegetation is characteristic of this widespread Rocky Mountain flora.

The park's vegetation mosaic includes vegetation types (eg. old-growth Douglas-fir stands) that are becoming increasingly scarce outside the protection of national parks, and presents numerous opportunities to examine the ways in which landform and climate influence vegetation patterns.

Ecologists recognize three major life zones in the Rockies - montane, subalpine, and alpine - based on different climatic conditions at different elevations.

Yoho's location on the west side of the divide and its unique topography, however, gives rise to vegetation assemblages found nowhere else in the four mountain parks. This includes associations of plant species more typical of the Interior Western Hemlock life zone.

Extensive, man-caused fires early in this century, rigorous efforts to suppress fire subsequently, logging, river and slope engineering, urbanization of the area around Field, and other activities by modern man have substantially altered the vegetation and vegetation dynamics of Yoho National Park.

Sub-theme: **Rocky Mountain Wildlife**

Some of the Rocky Mountains' most dramatic and highly-adapted wildlife - species like the mountain goat, grizzly bear, elk and wolf - are characteristic elements of Yoho National Park. Pileated woodpeckers, white-tailed ptarmigan, harlequin duck and rosy finch, species that many birders are prepared to travel long distances in order to see, are among Yoho's regular avifauna.

Nonetheless, the diversity and abundance of wildlife in the Rockies is far less than in other areas. Much of the park's wildlife diversity is dependent on habitats that are of limited extent.

The development of the transportation corridor and national park has resulted in damage to wildlife values too. A knowledge of wildlife habitat requirements and seasonal migrations not only is essential to park managers who plan and manage visitor facilities, but can make all the difference in the ability of park visitors to find wildlife.

Sub-theme: **Off the Beaten Track**

For most of its history, Yoho National Park has been an unknown wilderness of rugged valleys, dense forests, and raging rivers. The same features that create Yoho National Park's scenic appeal contributed to the fact that its valleys remained unsettled and rarely-visited for so long.

Prehistoric people rarely visited the area that is now Yoho except, perhaps, as a temporary summer refuge. Steep valleys, deep-snow winters, volatile rivers, scarce wildlife and dense forests meant that the rewards - in terms of hunting, gathering and travel - were not commensurate with the risks.

The fur trade bypassed Yoho to the north. Other explorers and early travellers used routes farther south. James Hector explored the Kicking Horse Pass in 1858 but was not impressed by its potential as a wagon route through the Canadian Rockies. Railway surveyor Walter Moberley also felt that the Kicking Horse held little potential.

Sub-theme: **Transportation Corridor and CPR**

Yoho National Park was part of a great nation-building initiative in which a railroad was used as a means of ensuring that politics, rather than geography, would determine the course of Canadian history. The Kicking Horse route was chosen for the CPR in part because of its proximity to the United States, not because it made practical sense. Spiral Tunnels, snow sheds, valley fills along the Ottertail flats and other engineering works were designed to try and counter the violence and dynamism of an environment where rock and water are co-dominant, and man subordinate.

Major Rogers' 1871 decision to route the CPR mainline through the Kicking Horse Pass irrevocably influenced western Canada's subsequent history, and spelled the end to Yoho's isolation. Once started, the momentum has continued to build as the Kicking Horse corridor has served the needs of a growing industrial nation.

The community of Field is smaller than it was in the mid-twentieth century, due to closure of mines and logging enterprises and the removal of most of the railroad work force to points farther east and west. Further expansion of the facilities in the corridor are likely, since there are only three major corridors through the Canadian Rocky Mountains - the Yellowhead, Kicking Horse and Crowsnest.

Today over 3 million people pass through or stop in Yoho National Park each year.

Sub-theme: **Heritage Preservation**

Originally a pocket of civilization surrounded by wilderness, Yoho National Park has become, in less than a century, a pocket of semi-wilderness surrounded by resource development and environmental change.

The passage of Bill C-30 in 1988, the first major package of amendments to the National Parks Act since 1930, confirmed the degree to which Canadians have come to identify the primary role of their national parks as being to preserve and sustain examples of the natural and cultural diversity that defines our heritage as Canadians.

The 1987 Report of the World Commission on Environment and Economy chaired by Gro Brundtland, Our Common Future, called for a global commitment to sustainable development. Yoho National Park and the rest of Canada's national parks system reflect, in part, our nation's commitment to sustainable development. Canada's national parks system, however, is still far from complete.

With the designation of the Burgess Shale as a UNESCO World Heritage Site and the subsequent inclusion, in 1984 of Yoho National Park as part of the Four Mountain Parks World Heritage Site, Canada has been affirmed in its role as steward of a special place of global significance.

2.3.3 Resource Management

The primary role of Yoho National Park is to maintain the park's ecosystems, natural processes and cultural artifacts for all time. Park managers must ensure that the use and enjoyment of the park by visitors, as well as other activities that take place within the park, such as the use of the Kicking Horse corridor for transportation, do not compromise this legislated mandate of preservation.

Effective interpretation will go beyond giving people an understanding of the practices used to fulfill our preservation mandate. By understanding the factors that go into management decisions, people should get deeper insight into their natural and cultural environment, the changing nature of our relationship with the environment that sustains us, and the role of Canada's national parks in both national and world heritage conservation.

Some specific resource management messages include:

- the active rehabilitation of man-disturbed sites
- the impact and subsequent control of the introduction of non-native plants
- the impact of a major transportation corridor on wildlife populations
- the significance and protection of Environmentally Sensitive Sites
- the continued penetration of logging roads on lands adjacent to the park and the subsequent effects on access and poaching
- the role of maintaining natural processes such as forest fires and insect infestations
- the significance of parks acting as benchmarks of these natural processes
- environmental ethics (ie. minimum impact camping).

2.3.4 National Parks National Messages

The Canadian Parks Service is a national system. Each national park across the country serves to protect representative examples of our country's heritage; each park therefore has unique messages to communicate about that part of Canada.

But as part of a national system all parks also share common communication goals that reflect their unity and that clearly define their purpose to both staff and the general public. The purposes and mandate of the national parks, the opportunities for enjoyment and education, the tensions between preservation versus use, and the encouragement of public involvement are all messages relevant across the system.

These messages are the very essence of the Canadian Parks Service and should be communicated at all levels within the organization.

2.3.5 Environment Canada Messages

The Canadian Parks Service is one part of Environment Canada, a much larger agency whose mandate includes heritage protection and preservation, management and protection of inland waters, migratory birds, air quality, licensing and monitoring of a wide range of chemical substances, etc. The government of Canada, of which Environment Canada is one department, is committed to sustainable development, which requires that all development options be environmentally sustainable. Current initiatives to legislate an environmental review process that will apply to all government initiatives and foreign aid programs is an indication of the degree to which the national environmental agenda has become central to federal government decision-making.

Within Environment Canada, national parks serve as benchmarks of environmental quality, protected reservoirs of genetic diversity and natural ecological processes, and key locations for communication of national environmental messages. Many of the environmental problems of the late twentieth centuries are the consequences of an uninformed public, rather than an apathetic one. Public education has always been a major element of the national parks mandate; increasingly, the range of subject matter interpreted within and by national parks is broadening to include other areas of Environment Canada's mandate. This is reflected in the National Strategic Plan for the Canadian Parks Service.

2.4 Current Service Offer

To assess how well Yoho National Park is meeting the needs of visitors and achieving park objectives the current offer of services was reviewed. Recognizing that people do not limit their visit to within the boundaries of the Yoho opportunities in the region surrounding the park were also examined. Boundaries for this region were defined by determining how far we would realistically send somebody to experience an opportunity that wasn't provided in Yoho. The limits roughly correspond to the Columbia Icefield to the north, Radium to the south, Roger's Pass to the west, and Kananaskis to the east (Figure 1).

As with all aspects of the situation analysis the Current Service Offer was organized both by Visitor Activity Group and Trip Stage. The inventory is quite extensive and as such is not included within this text. It was recorded on dBase to allow easy updating, organization, and retrieval. A hardcopy can be found in Background Information Document.

2.5 Current Management Plan Direction

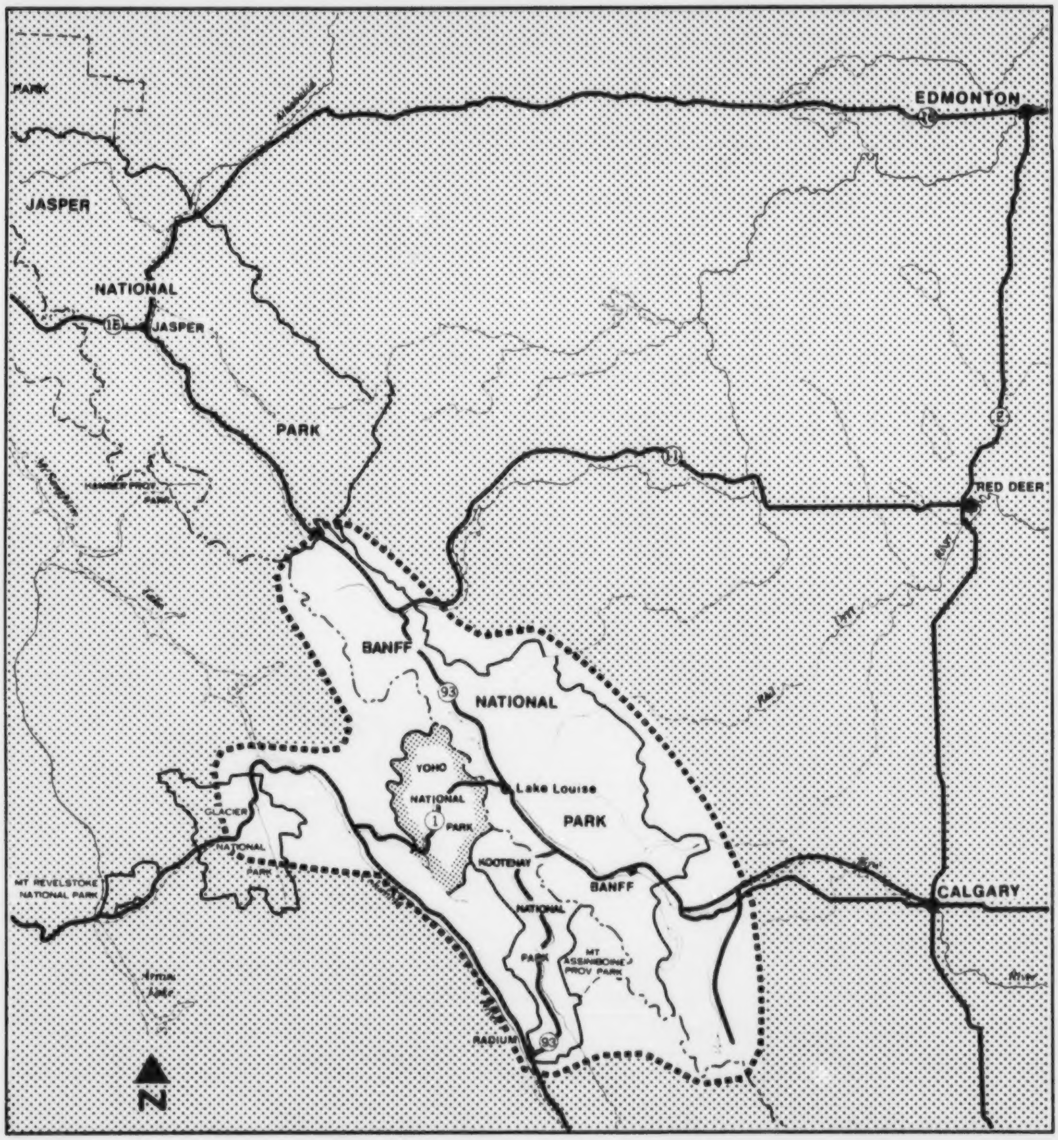
The recently approved Park Management Plan provided considerable, and in some cases very specific, direction for visitor activity management within Yoho. This direction was extracted and again organized by both Visitor Activity Group and Trip Stage within a dBase file. Summaries of this direction are located throughout the Service Plan.

2.6 Strengths, Weaknesses, and Opportunities

An analysis of visitor needs and characteristics, of visitor information requirements both from their point of view and from that of Yoho, of management direction, and of what we are currently doing revealed about 40 strengths and 100 issues or weaknesses. A detailed list can be found in the Background Information Document. The following are highlights:

Strengths:
- great hiking park with a good variety of experiences and degrees of difficulty.
- part of the Rocky Mountain Park World Heritage Site, a world tourism destination.
- Burgess Shale fossils and accompanying high quality interpretation.
- friendly, courteous frontline staff.
- Wapta and Waputik Icefields ski mountaineering opportunity.
- rustic motif of many park facilities.
- wilderness ambience along Kicking Horse River - absent along the Bow and Athabasca.
- ice climbing opportunities.

Figure 1: Yoho National Park Service Area


PARK
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EDMONTON
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NATIONAL PARK
KOOTENAY
NATIONAL
PARK
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ASSINIBOINE
PROV PARK
CALGARY
RADIUM
93
N

- opportunities to experience the railway heritage especially the Spiral Tunnels viewpoint.
- activity nodes such as Emerald Lake, Kicking Horse campground, and Takakkaw Falls from which visitors can undertake a variety of activities.

Weaknesses and Opportunities:

- no defined levels of service or service priorities.
- poorly defined experiences that the park should offer.
- the existing collection, storage, analysis, and retrieval of visitor information is disorganized and inefficient. No priorities for data collection exist.
- no clear idea of where we should be within the marketplace.
- not taking full advantage of recreation activities and areas where visitors congregate to present park messages.
- it is difficult for visitors to get a timely response on the telephone because of the routing of calls and the number and length of inquiries.
- very inadequate park entry signs especially in the west end, the entrance to the Four Mountain Park block. There is no feeling of entering a "special place".
- we have inadequate park orientation at the park gates. This is significant in the west end.
- poor understanding of the visitor's preference for level of service and experience at backcountry campsites.
- poor information on visitor characteristics especially their motivations for coming (or not coming) to Yoho as well as their needs and expectations.
- current in-park restrictions on mail costs for information packages don't allow us to provide adequate Pretrip information services.
- there is inadequate or outdated interpretation at Emerald Lake, the Natural bridge, and Takakkaw Falls, all high use areas.
- themes and messages are not targeted toward particular VAGs and not all relevant themes and messages are being presented to corresponding VAGs.
- poorly coordinated approach to providing services to the disabled.
- poor camping service for highway cyclists.
- there is no directional/distance signing on Highways 1 and 95 at Golden.
- current publications do not identify the Fossils Beds as a restricted area.
- concessionaires, writers, and public media sometimes dispense incorrect or misleading information about the park.
- the campground theatres lack a quality electrical supply, proper handicapped access, and adequate parking.
- our extension market is poorly defined and only sporadically communicated with.
- Interpretation and Visitor Services do not have sufficient clerical support to deal with information requests.

- poor coordination of regional opportunity information with KNP, BNP, and local Chamber of Commerce, Rocky Mountain Tourist Association, etc.
- most high use areas have problems with bus parking. At Emerald Lake and Takakkaw Falls the designated bus parking is often taken by private vehicles, poor design and lack of space causes congestion at the Natural Bridge and great Divide areas.
- the current offer for highway cyclists is substandard and dangerous; there is no defined lane and the paved shoulders usually have lots of rocks.
- the Kicking Horse fireroad could be used as a mountain bike trail link between Amiskwi Fire Circle and Chancellor Peak campground. It could also be potentially used as a through route for highway cyclists.
- eastbound traffic has access to very few opportunities because of our 'no left turn' policy.

3.0 Future Service Offer

3.0 FUTURE SERVICE OFFER

3.1 Introduction

The purpose of this Service Plan is to identify what services are required to help visitors have a positive park experience while ensuring the fundamental aspects of the park's mandate are fulfilled. The future offer section defines the standard of excellence the park should provide in every visitor opportunity, service and facility.

The vision outlined here provides direction for the long term as well as what can realistically be achieved over the next five years.

3.2 Yoho's Market Position

Defining Yoho's market position will help the park to more effectively allocate resources. It will help determine what levels of service should be provided and what should be left for other agencies in the region. The market position sets the stage for defining the intended visitor experience and, subsequently, for developing strategies to provide these experiences. It will enable park management to more clearly articulate its vision for Yoho's niche within the market place and for subsequent management of visitor opportunities.

To position itself within the market place Yoho must consider the strengths and weaknesses of regional agencies who also serve its visitors (or potential visitors). Yoho must also consider how the visitor already sees or envisions the park (closely tied to expectations). Finally Yoho must consider where it ideally would like to be within the market place. Yoho's statement of market position is derived from an analysis and consolidation of these three.

This market position will be refined in both the Regional Marketing Strategy and management plan review.

Market Position

Located on the Trans Canada, Yoho is a bottleneck for people travelling through the Rocky Mountains. It is a gateway to both British Columbia and Alberta providing basic route orientation to both provinces.

Although it is on a major transportation corridor, the existing infrastructure within Yoho allows visitors to easily get off the highway and 'away from it all'. There is a wide variety of opportunities for visitors to enjoy, and due to the park's compact nature, most are easily accessible.

Yoho is an uncrowded alternative to Banff. It provides day-use opportunities for visitors staying in other parts of the region, particularly Banff and Lake Louise, our steep, narrow valleys providing a contrast to the wide open Bow Valley. It is part of the Golden Triangle linking it not only with Banff and Kootenay National Parks but also the Columbia Valley.

Off the highway and other roadways Yoho is a hiker's park. Countless hikes offer excellent rewards with little effort. In many cases Yoho's trails are destinations themselves rather routes leading to spectacular places; the newly routed Iceline is a prime example. Above all, Yoho provides relatively easy access to the alpine and subalpine.

Like many parks in western Canada Yoho has a rich railway history, however, the nature of Field townsite and the existing Spiral tunnels viewpoint exhibit provide some of the best opportunities to view and appreciate the tradition of the railway.
In addition to its national park status Yoho has an international role in heritage protection as part of the Rocky Mountain World Heritage Site which includes the previously designated Burgess Shales. Yoho also protects the upper waters of the Kicking Horse River, the only section of British Columbia waterways included within the Canadian Heritage Rivers program.

3.3 The Intended Park Experience

Visitors identify a park experience as satisfactory when their expectations for the trip are met or exceeded. It becomes critical, therefore, for park managers to accurately communicate to visitors the type of experience they can expect prior to a visit to Yoho National Park. Before this can be done, however, the park must define what it sees as the intended park experience which will form the foundation for determining what opportunities, services and facilities to provide.

These experience definitions will need to be confirmed during Management Plan review.

All Visitor Activity Groups will have the opportunity to obtain accurate information on the park opportunities prior to their visit.

3.3.1 Active Group

Active Group visitors will be offered:

- a higher level of insight or involvement with heritage values. The focus will be on providing a range from **awareness to appreciation** depending on the particular activity and theme.

- annotated maps and interpretive guides as the primary interpretation/information medium (vs. on-site media).

- exercise, challenge, a moderate level of adventure, self-esteem, beautiful scenery, skill development, independence, minimum conflict with other user types, self-discovery (we won't tell them about everything).

- built facilities that are low key and appear as part of the landscape; they will be as unobtrusive as possible. Trails will be experiences in themselves rather than routes to particular destinations. Visitors will not be aware of the walking surface as overly good or overly bad; facilities will fit into the particular setting, visually buffered if necessary. They will have access to good directional media to help them find their way around and make choices between available routes and loop opportunities. They will have minimal conflict with other user types and will be aware of other user types to expect on the trail.

- Three distinct opportunities will be provided:

  Wildland
  - an opportunity to challenge the landscape on its own terms man-made facilities being absent (except in cases for resource protection).
  - the best opportunity Yoho has to offer for visitors to feel like they are not in a managed area.
  - a feeling of accomplishment for hiking and solitude.

  Semi-primitive
  - the ability to experience a natural landscape while feeling relatively comfortable and secure through an integrated trail network with designated campsites and clear directional media. An introduction to the backcountry.
  - a range of opportunities with the experience being most primitive furthest from the road.
  - backcountry campsites that are in scenic locations with good spacing and all near water. They will be managed as an experiences in themselves. Campers will be secluded from hikers and, in most cases, from other campers (some provision for small groups camping together). They will have a feeling of independence and self-sufficiency, camping in areas with a provision of basic facilities. They will be encouraged both by education and the setting provided to eat away from their tents.
  - a feeling of accomplishment, close to nature, challenged appropriate to their skill level, and have a sense of being in a wilderness area.

Primitive

- a transition area offering an experience between that found in wildland and semi-primitive.
- fewer people than in semi-primitive areas but with more security than in wildland areas.
- campgrounds may be provided with a similar level of service as in semi-primitive areas.
- opportunity to random camp in the Ice River and Amiskwi primitive areas.

- easy access to maps, guides, levels of service information and current condition information. This will be emphasized at pretrip and arrival stages in conjunction with selected management messages.
- information that clearly reflects the type of experience and character within wildland, primitive, and semi-primitive areas.
- information on the nearest places for equipment rentals.

3.3.2 Leisure Group

These visitors will experience:

- a higher level of insight or involvement with heritage values. Emphasis will be on interesting, entertaining, fun, and stimulating programs in a natural setting that help them learn about the park while encouraging a sense of stewardship.
- a higher level of assistance in trip planning and on-site information.
- easy access to information on hazards and poor weather alternatives.
- a good, safe, comfortable, fun time and the ability to get away from it all (especially the stress of the highway).
- a beautiful, natural setting with minimal conflict from other Visitor Activity Groups.
- access to activity nodes that provide a range of opportunities and skill levels for the whole family. Associated facilities and services will enhance convenience, security eg. playgrounds, interpretive trails, roofed interpretive theatres, rental outlets, interpretive events.
- Five distinct camping opportunities will be provided:

Kicking Horse

- a cool, shaded campground in a narrow valley with spectacular scenery. It will remain as the main park campground with the highest level of service. It is a base for exploring front country opportunities in the east end of the park and adjacent areas of Banff. There is a range of short walks and interpretive opportunities. There will be a variety of site types designed to meet the needs of various camper types eg. tents, RV's, cyclists.

Kicking Horse Overflow
- wide open and sunny, this campground provides spectacular views of Mt. Field and Mt. Stephen. It is a primitive service offer near the east end activities when Kicking Horse is full. There is limited winter camping here.

Hoodoo Creek
- cool, shaded, forested with links to a variety of recreational opportunities eg. Faeder Lake, Leanchoil ranch, Wapta Falls. Because of its location in the west end it is secluded, quiet and off the beaten path; a good place for children.

Chancellor Peak
- open, sunny, riverbank campground with outstanding views. It is an unserviced campground with links to other opportunities eg. Mt. Hunter, Wapta Falls, Van Horne fire road. There are excellent grassy sites which provide some of the best tent sites in the park. It will have bear proof storage for cyclists. It is very close to the trains which for some is an experience in itself. Return visitors use this campground particularly people from Golden. It is the best campground from which to interpret the Heritage River. Interpretive programs will reflect the high proportion of repeat users.

Takakkaw Falls
- open and sunny this is an unserviced campground with dramatic scenery and a great view of Takakkaw Falls. It is the staging area for hikes into the Yoho Valley. It is a walk-in campground for tenters only, free of traffic and artificial noise. Here visitors get an informal, quasi-backcountry experience.

3.3.3 Heritage Appreciators

The primary goal of this group is to learn more about the park's resources. To help them achieve this they will experience:

- a higher level of insight or involvement with heritage values.
- easy access to knowledgeable park staff allowing them to receive personalized attention or theme-specific treatment (both within the region and inside the park).
- awareness of, and encouragement to attend, scheduled interpretive programs.
- where possible, the opportunity to experience hands on interaction with the resources of interest.
- the ability to study these resources both in-situ and indoors with a minimum of disturbance.
- the opportunity to actively support the park's protection and heritage presentation mandates.

3.3.4 Package Groups

Visitors in this group will have details of their trip well organized with minimum disruptions from, or deviations to, the itinerary. In addition they will be offered:

- a higher level of insight or involvement with heritage values. The focus will be on an **appreciation** of the main park theme and **awareness** of the sub-themes primarily through non-personal media.
- maximum comfort with minimum stress.
- where possible, opportunities for discovery and pleasant surprises.
- social interaction as part of an organized group.
- opportunities to view wildlife and magnificent, natural scenery.
- safe, secure, efficient, uncongested access to scenic viewpoints, exhibits, attractions.
- access to support services (eg. washrooms, water).
- introduction to the natural landscape at memorable locations (eg. Emerald Lake).

3.3.5 Challenge Seekers

Individuals in this group will be offered the following:

- a higher insight or involvement with the park's heritage values. The focus will be to provide an **awareness** of the park's major themes. Because this group requires little contact with park staff and are independent this will be achieved through **subtle** group targeted services and facilities.
- communication services focused on pretip information. Selected management messages will be a key component (ethics, regulations, etc.).
- risk, challenge, thrills, adventure, fun, and skill improvement*.
- the ability to partake in their activity in a setting of natural challenges throughout the park; this is particularly important for mountaineers.
- low key services and facilities that support **self reliance**. These services and facilities will allow the group to participate in challenging experiences that require **high skill levels** without impact on park resources.
- rescue services where necessary.

* Skill development opportunities will be subject to the limitations outlined in the Park Management Plan Section 5.2 Plan Guideline 'M'.

3.3.6 Through Traffic

This group will experience:

- a higher level of awareness of the park's heritage values.
- awareness of entering and leaving a national park.
- awareness of the particular hazards associated with driving within the park (eg. wildlife, slower traffic, cyclists).
- undisturbed, natural, scenic qualities of Yoho and be encouraged to come back when they have more time.
- clearly identified and accessible services that they require (food, gas, washrooms) including emergency services (RCMP, wardens, towing).

Visitors in this group will experience a convenient, safe route through the mountains with minimal delays.

3.4 Major Aspects of the Future Service Offer

Up to here this plan has been structured to reflect the needs of each visitor activity group at each phase of their trip to the park. Now, services offered to visitors are broken down into individual services and facilities as these relate to the various trip stages. This approach has been taken to reflect how the Canadian Parks Service meets (implements changes) visitor needs and facilitates visitor opportunities through the provision of individual services and facilities. This structure has also been taken to ensure consistency with the Park Management Plan which presents services in a similar manner. The approach also helps address the various aspects of the service offer that are similar among visitor groups.

The major aspects of the future service offer are:

1. Direct services/opportunities for VAGs:
    - communication services
    - recreation services, facilities and activities
2. Management activities related to services for VAGs:
    - communication support services
    - co-operating association & volunteers
    - visitor use and promotions
    - regional integration efforts
    - socio-economic information and program monitoring

Figure 2 illustrates how the Canadian Parks Service manages for visitors in relation to the trip cycle. The various headings (Awareness, Picnicking etc) in this figure, represent the chapters in the Future Service Offer Section.

FIGURE 2

VISITOR TRIP SEQUENCE	CANADIAN PARKS SERVICE MANAGEMENT APPROACH		
	Direct Services/opportunities For Visitors		
	Communication		Recreational Activities
Before the visit	Awareness Trip Planning		
Enroute	Enroute		
Arrival at the park	Reception Orientation Information		
During the activity	Information Orientation Interpretation (Heritage Appreciation)	Active Group <-	Hiking Backcountry Camping Horseback Riding Trail Bicycling Highway Bicycling River Canoeing and Rafting Winter Camping Nordic Skiing Ski Touring Dogsledding Snowshoeing
		Leisure Group <-	Pleasure Driving/ Sightseeing Picnicking Frontcountry Camping Group Camping Strolling (Walking) Lake Canoeing Fishing
		Package Groups <-	Bus Touring Skill Development
		Challenge Seeking <-	Rock Climbing Ice Climbing Mountaineering Ski Mountaineering Kayaking Caving
Departure	Feedback		
Non Trip Cycle related	Extension		

3.4.1 Components of the Future Service Offer

For each of the services and management programs Yoho National Park provides, key elements have been identified that highlight the direction the park is to provide. These elements are:

Service Objectives and Guidelines: For each of the major services (eg. Communication, Recreation), service objectives and guidelines are identified. They provide broad direction for individual service components. Guidelines provide common direction to several stages of the trip cycle.

Objectives: For each of the individual service components (awareness, interpretation, campgrounds, trails etc.) a specific objective has been set to guide future actions.

Discussions: These are statements which summarize the shortfalls with the current offer of service and relevant management plan direction. They also include reference to relevant trends and their potential impact. They comprise the "justification" for many of the action items.

Levels of Service: For each of the individual service components (awareness, heritage appreciation, picnic areas, etc.) a basic level of service has been developed. These levels of service represent the basic services required to satisfy visitor needs or to meet our mandate. Anything offered below the basic would be unacceptable and anything above would be considered an embellishment.

They are based upon service objectives, the "experiences" that park management intends to offer each visitor activity group and years of operating experience not on our existing O&M resource base. In many cases the stated level is clearly recognized to be beyond our current capabilities. This does not mean that corresponding action will not occur. In fact, in such cases, the possibilities for partnerships may well be the strategy used to enable implementation.

In some cases a level of service is already being provided and, therefore, doesn't require further action. To clarify the existing status of the level of service each statement is coded as follows:

[P] = Provided - the level of service is currently provided as stated.

[PP] = Partially Provided - examples include cases where the level of service is provided but only in certain locations within the park, the service is provided at the level stated but on an inconsistent basis, or the service exists at an unacceptable level of quality.

[NP] = Not Provided - the service is currently not provided at all.

Service Priorities: Where appropriate service priorities identify the relative importance of individual services and facilities. These priorities will be used to help guide maintenance, recapitalization, new development, asset reduction and day to day management decisions. In some cases service priorities were not identified since it was felt that specific components provide a distinct service and should not be compared between one another. Campgrounds are an example of this.

Action Items: These represent what needs to be done to achieve basic levels of service to an appropriate level of quality. Where a basic level of service is identified with no associated action items, then it is currently being provided adequately. Action items have been priorized and time action schedules have been developed to help guide implementation. These can be found in Appendix 3.

As this plan will have several different audiences, the action items are also summarized by park area in Appendix 1. A&E, General Works and Media Specialists will find these particularly useful during implementation.

3.5 Communication Services

3.5 COMMUNICATION SERVICES

OBJECTIVE:

To provide each Visitor Activity Group with a comprehensive, integrated communications program that facilitates a positive park experience. This program will include:

- an awareness of the park's purpose, role and opportunities
- trip planning, information and orientation services
- appreciation of the park's heritage themes and management messages
- opportunities for comment on their park experience

DISCUSSION:

The Park Management Plan provides considerable direction with respect to improving communications highlighting such areas as:

- communication as a tool in visitor activity management,
- working with outside agencies to ensure accurate information,
- and improving communication at all trip stages from trip planning to in-park orientation to on-site information and interpretation.

Strategies in this Service Plan follow this direction and put additional emphasis on the need for accurate, up-to-date pretrip planning information. Improved information prior to the visit can help people establish more realistic expectations about Yoho which in turn should improve their experience while in the park.

Basic information and orientation at the park entrances is required particularly in the west end where alternatives to obtaining this information are few.

An integrated personal and non-personal interpretation program will help ensure that all themes and messages are targeted to appropriate VAGs.

The ever-increasing education level of our visitors, their greater sophistication, the increasing concern over environmental issues, and the increase in average age of the general public all affect our future strategies when implementing communications media. Yoho must ensure its products are of superior quality and truly reflect the needs of the changing visitor. Improvements in information to bus tours and Nordic skiers is a recognition of the trend of increase in numbers of these VAGs. The importance of Interpretation in educating the general public of global environmental issues is also recognized through a better-developed extension program.

GUIDELINES:

Guideline 1 Whenever practical, park information/orientation, management and heritage themes and messages will be integrated.

Discussion: Current delivery of messages is often piecemeal with individual cost centres each managing separate programs. This leads to an over-abundance of signs, redundancies and disjointed presentations to park customers. Packaging communication efforts will lead to improved services for visitors and operational efficiencies.

Guideline 2 Park communication delivery points will be concentrated in the frontcountry with primary focal points being in areas of high visitor use. The focal points will include Emerald Lake, Takakkaw Falls, Natural Bridge, and Great Divide.

Discussion: The logical locations to present information to visitors is where they congregate. The intent is to "take the message to the visitor rather than taking the visitor to the message." In addition, the Management Plan indicates an improved and integrated system of information and orientation to park opportunities; and that facilities and services will be provided to visitors upon arrival in the park along the parkway and where visitor congregate.

Guideline 3 All contact with the visitors before arrival at the park should be aimed at building proper expectations and sensitizing visitors to park values.

Discussion: If visitors arrive at the park with expectations that can not be fulfilled, it often leads to disappointment and frustration as well as potential impairments to park resources. The intent is to ensure that awareness, promotions and pre-trip planning information clearly identify the range of opportunities and probable experiences Yoho National Park and the surrounding area have to offer. In this way visitors can better match their trip expectations with the park offer.

Guideline 4 Park communications will be delivered through a mixed program of personal and non-personal services.

Discussion: To best match visitor needs and the realities of O&M resource capabilities, a blend of personal and non-personal services is required. Personal services provide one on one contact with park visitors to answer specific questions and for

CPS to better understand customer needs. Non-personal services provide a service to match the needs of some visitors for self-help as well as coping with limited financial resources.

Guideline 5 Promotional messages will be a part of communication elements where appropriate.

Discussion: In order to fulfil promotion objectives it will be necessary to weave promotional messages into selected aspects of the communication programs.

Guideline 6 Every effort should be made to present administrative, operational and management messages in a positive, customer oriented manner.

Discussion: If information is presented in a positive, friendly manner it will usually be more successfully received by customers. Abrupt, heavy handed approaches often lead to frustration by park visitors or total disregard. Emphasis will be placed on what visitors should do and de-emphasizing the "don'ts". Where practical regulations will be graphically presented to help make them more meaningful.

Guideline 7 All major facilities (campgrounds, picnic areas, Information Centre, primary viewpoints, trailheads etc.) will be clearly identified from the roadside with facility name and appropriate service symbol. Where practical, all major facilities will have a welcoming message. All non-personal media will clearly indicate the park's name and that it is part of a World Heritage Site.

Discussion: The Park Management Plan places a priority on improving signage. Such improvements will help increase use of underutilized facilities by most VAGs and provide greater awareness that they are in Yoho National Park.

Guideline 8 Information, orientation, common educational and management messages will be co-ordinated and shared with other agencies and within four mountain park block.

Discussion: Visitor use patterns indicate regional use both within and outside the four mountain park block. Existing information on Yoho National Park as provided by others is not always accurate and often incomplete. Better co-ordination will facilitate wider distribution, improve accuracy, help visitors get the right information at an appropriate stage in their trip, reduce redundancies, help Yoho National Park save resources and result in more effective market positioning. The Park Management Plan provides specific direction to make these improvements.

Guideline 9 All park staff who have contact with the public will be provided with regular orientation and training on park resources and opportunities as well as orientation to opportunities in other parks. These staff will also be provided with communication skills and hospitality training.

Discussion: Visitors come into contact with a variety of park employees. Front line staff can have a significant effect on a visitor's experience in the park. Staff are often approached with questions and it's frustrating for visitors when employees are unable to answer or are lacking in hospitality. Wherever practical park staff should answer these questions accurately and in a friendly manner or refer visitors to someone else who can better serve them.

Guideline 10 All new on-site communication media will adhere to the Yoho National Park architectural motif.

Discussion: The Yoho National Park architectural motif was developed to ensure new facilities and structures have a degree of consistency and reflect the natural character of a park environment. The Park Management Plan directs that any new structures or substantially redeveloped structures will adhere to the architectural motif.

Guideline 11 To minimize the number of accidents, visitors will be informed of hazards and corresponding precautions so that they can more safely participate in their chosen activity.

Discussion: No specific direction on public safety is mentioned in the Park Management Plan. However it is incumbent on the park to inform park visitors where dangers exist and where conflict with wildlife can occur when they are participating in the various activities within the park. Emphasis will be placed on informing the park visitor where hazardous areas are located, where possible wildlife conflicts could occur and on appropriate precautions. The existing information on hazardous areas and wildlife sightings can be improved by distribution on a wider basis within the park and the local region. See the Park Safety Plan for rescue procedures and standards.

Guideline 12 The development of new communication programs will be implemented so as to provide a comprehensive program covering all park themes and messages that meet the needs of visitors with visual, hearing, and mobility impairments.

Discussion: The ADM has provided direction that services and facilities be made available for disabled persons. The cost of designing new media to disabled standards will be a relatively minor additional expense. This enhanced level of service will also provide spin off benefits for all visitors, particularly senior citizens. See also Services for Disabled Persons section 3.6 and national standards.

3.5.1 Awareness

OBJECTIVE:

To raise the awareness among the general public of:

- the philosophy of the national parks system;
- Yoho National Park, its role, and the types of experiences the park offers, and;
- the opportunities for appreciation, understanding, and enjoyment of the heritage resources protected in the park.

DISCUSSION:

The Park Management Plan provides the following direction:

- provide park awareness messages to the general public and potential visitors so they are aware of the Purpose and Objectives of the park, the opportunities and services available in the park and region, and have realistic expectations for their visit.

- encourage appropriate marketing of the park by outside agencies and commercial interests.

- park awareness messages will present Yoho as a Canadian Heritage area of national and international significance. Emphasis will be placed on the park's role within the Canadian Parks System and as part of the Four Mountain Parks block.

Several conditions exist which contribute to a shortfall in meeting our awareness objective. These include the lack of awareness of the meaning of our beaver logo, recent corporate name changes, and independent marketing of the park and the area by third parties.

This section of awareness deals with strategies outside the park recognizing a subsequent visit to the park may never occur. It is important to note however that certain awareness strategies are required upon arrival to the park to ensure people clearly recognize Yoho as a national park. These strategies are particularly applicable to Through Traffic. Awareness strategies that are implemented within the park are dealt with in Section 3.5.4 Reception/Orientation/Information.

The primary purpose of awareness strategies outside the park will be to present the true essence of Yoho so that people can develop realistic expectations. It will not be to increase use.

LEVELS OF SERVICE:

- all awareness programs will be clearly identified with Yoho National Park - part of the Canadian Rocky Mountain Parks World heritage Site [NP]

ACTION ITEMS:

1. Provide stakeholders with awareness messages.
   Develop a mailing list of stakeholders and publishers who have products dealing with Yoho and provide them with awareness messages for potential use in information dissemination.

   Guidelines 3,5,8.

2. Awareness messages with Redbook.
   Include current awareness/issue messages in the annual update cover letter to the Redbook (inventory of services within National Parks in Western Region) distribution list.

   Guidelines 3,5,8.

3. Accompany symbols with text.
   Ensure that on all new media the beaver symbol is accompanied by the text "Canadian Parks Service" and the Yoho waterfall symbol is accompanied by the text "Yoho National Park". This will improve people's understanding of these symbols.

   Guideline 7.

3.5.2 Trip Planning

OBJECTIVE:

To provide members of every Visitor Activity Group with accurate information on the opportunities, facilities and services available in Yoho National Park and the region and on relevant regulations and policies in order to:

- facilitate the visitor's trip planning before their arrival in the park;
- help the visitor find their way to Yoho National Park, and;
- create or enforce realistic expectations of their park experience.

DISCUSSION:

The Park Management Plan provides the following direction:

- upgrade the quality of trip-planning information and coordinate both within the Canadian Parks Service and outside agencies.
- pretrip planning information will be prepared for major visitor groups so that they have realistic expectations of the opportunities and are aware of and sensitive to resource concerns so that they may act appropriately. This will be available at major population centres within Alberta and BC from the CPS, Tourism Canada, and other tourism agencies.
- communication services will redistribute use in the park for visitor and resource protection purposes. We will actively participate in the distribution of Alberta and BC information.

Pretrip information plays a very important role in visitor activity management. First, it helps the visitor decide whether or not to visit the park. Second, it sets the stage for expectations of their visit which in turn can highly influence their level of satisfaction. Visitors with interests that cannot be accommodated well within yoho will be referred to other areas in the region that can accommodate them. It is important therefore that pretrip responses be timely and accurate.

Pretrip requests come primarily from the Active and Leisure groups and Heritage Appreciators. People requesting information by phone (inevitably long distance) are often put on hold when the information attendants' line is busy. Compounding this problem is that Yoho National Park has not kept pace with innovative improvements in this area by numerous other agencies.

Mail responses can be quite slow when required to be passed between one, two, or sometimes three different subactivities. Current in-park budget restrictions restrict the size of our mailout responses independently of the type of request.

Strategies for improvement include better coordination among Interpretation and Visitor Services in preparing responses, better liaison with other parks and agencies who answer requests, and a more direct phone line for information requests. Also, in future, limitations on mail-outs will be based on average cost and not on the basis of individual responses.

The Challenge group specifically is a difficult group to reach. Management messages and pretrip information within the activity "network" becomes more valuable. Locations such as Monod's, the Hostel Shop, Mountain Equipment Coop, and the ACC newsletter will be used for communications.

LEVELS OF SERVICE:

MAIL

- all mail requests will be answered within 1 week **[PP]**
- all responses will be accurate, up-to-date and tailored to particular customer inquiries **[PP]**
- the response (and therefore the size of the package) will reflect the users request **[NP]**
- all mail responses will promote awareness of Yoho's mandate and will include: **[PP]**
    - a bibliography of related literature,
    - an accurate description of the park experience,
    - an overview of related services, facilities, and activities,
    - a list of all allowable activities and some key ones which are not
    - access restrictions (particularly the Burgess Shale)
    - public safety messages relevant to the request

PHONE

- personal phone information service from 0800 to 1630 seven days a week. **[P]**
- during closed hours, telephone information (in both official languages) that identifies the park, mailing address, opening hours, and emergency phone numbers. **[PP]**
- a separate 24 hour information line with recorded condition/hazard reports (eg. trail report, snow report, avalanche report, etc.) A message indicating the phone number for additional or more detailed information including hours of this service will be included. **[NP]**
- park's phone number for 24 hour information line and a list of the reports available will be posted at specialty recreational stores (eg. U of C, Mountain Equipment Coop) **[NP]**

THIRD PARTY & OTHER

- third party publications will be reviewed annually and publishers contacted of any relevant changes in our offer **[NP]**
- we will actively offer to and will review manuscripts for technical accuracy. Turn-around time for reviews will be no longer than four weeks when prior arrangements are made. We will not do background research for professionals but will facilitate the process. **[NP]**
- key information outlets will have accurate, annually up-to-date information for basic pretrip planning needs. **[PP]**
- accurate and up-to-date (weekly) trail, snow, bear, avalanche, etc. reports be provided to WRO and surrounding parks. **[PP]**

ACTION ITEMS:

1. DOTS library and texts.
   Create a DOTS library of texts of information on specific activities and services in a shared folder for use by Interpretation and Visitor Services to reduce the amount of time required to prepare personal responses.

   Highest priority will be for the Active, Leisure and Heritage Appreciator groups.

   Guidelines 1,3,5,6,8,11,13.

2. Yoho phone number in Calgary phonebook.
   As part of a regional initiative enter the Yoho phone numbers in the Calgary phone book white pages.

   Guidelines 3.

3. 24 hour condition report line.
   Establish a separate 24-hour condition report telephone line and purchase an answering machine for use after hours. As part of assessing alternatives contact Canadian Air (Calgary) and inquire about their pre-recorded, voice-activated, interactive information line.

   Investigate establishing a similar line at WRO (most users of this line would be from Calgary and therefore would save on long distance charges).

   Guidelines 1,3,5,6,8,11,12.

4. Weather information with road information.
   Provide weather information in conjunction with the road condition information that we receive from AMA. This will aid people in making a decision whether or not to travel.

   Guidelines 11.

5. Improve General Information package.
Update and improve the General Information package and distribute along with park publications to the key information outlets (including in-park businesses) for distribution to individuals.

   Guidelines 1,3,5,6,8,11,12.

6. Orientation Sessions.
Provide orientation sessions for Golden Chamber of Commerce and Golden tourism information outlets, local media, and in-park hotel staff.

   Guidelines 1,3,5,6,8,9.

7. Routing of calls/"YOHO" number.
Consult with BC Tel for a way to improve routing of phone calls and the possibility of establishing a separate "343-YOHO" information line. This will help streamline our information service by separating business and information calls.

   Guidelines 3,12.

8. Cooperative mailouts.
Investigate the possibility of establishing a cooperative agreement with the Golden Chamber of Commerce and/or Friends of Yoho and/or Rocky Mountain tourist Association to handle mail-out requests.

   Guidelines 3,12.

9. Update the Redbook.
Update the "Redbook". This will provide staff with current information on opportunities in other Western Region parks which can in turn be passed onto visitors. As part of this, the Redbook should be put on DOTS to allow greater efficiency in future updating and transfer between parks (NOTE: DOTS access time may not allow on-line requests by park staff). In addition we could distribute the Redbook (or other specific package) to groups and organizations such as the Hostel Shop and Mountain Equipment Coop, Monod's, etc. to meet the needs of the Active and Challenge groups specifically.

   Guideline 8.

10. Annual update circular.
Annually prepare a list of changes to the current offer and circlate to publishers who distribute publications presenting YNP information.

   Guidelines 3,8.

3.5.3 Enroute

OBJECTIVE:

To help members of every Visitor Activity Group find their way to the park.

To provide travellers with a sense of anticipation as they approach the park.

DISCUSSION:

Good information on how to get to Yoho National National Park is obviously important to potential park visitors to help them find their way to the park and to increase their anticipation of arrival at a special place. However, current directional information is limited to road maps prepared by other agencies. In some cases Yoho National Park is not clearly identified on these maps. Improving, directional information will increase travellers awareness that Yoho National Park exists and facilitate access to the park.

LEVELS OF SERVICE:

- Directional signage will be maintained at Golden and Castle Junction.**[NP]**

SERVICE PRIORITIES:

High
- directional signage

Medium
- 3rd party maps

TARGET AUDIENCE (in order of priority):

1) Leisure Group
2) Active Group
3) Heritage Appreciators
4) Challenge Seekers
5) Package Groups
6) Through Traffic

ACTION ITEMS:

1. Highway signs.
   In conjunction with Banff National Park and B.C. Highways incorporate "Yoho National Park (x) kms" into highway signs at Golden and Castle Junction.

   Guideline 8.

2. Review 3rd party road maps.
   Review existing 3rd party publications that include road maps and recommend improvements. The focus will be to ensure that Yoho National Park is clearly and accurately identified. The first step would be to look at material distributed by in-park operators.

   Guidelines 3,8,11.

3.5.4 Arrival (Reception/Orientation/Information)

OBJECTIVE:

To welcome members of every Visitor Activity Group to Yoho National Park:
- creating a sense of arrival at a "special place", and;
- conveying both a national park image and the distinctive character of Yoho National Park.

To provide broad orientation to, and information about the park and regional opportunities to members of every Visitor Activity Group upon their arrival. (100% of visitors will be aware of where to get information on the opportunities available, and the types of experiences the park offers for appropriate activities.)

To provide directional media which will enable visitors to locate available services, facilities and opportunities.

To make people aware that they are within Yoho National Park. (100% of visitors will be aware that they are in, and subsequently leaving, Yoho National Park.)

To provide accurate and up to date orientation and information on site at key activity nodes to help visitors choose opportunities that best fulfill their needs.

To ensure all park staff and stakeholders staff are aware of Yoho National Park's role.

To provide hospitality training to all park staff. This training will include awareness messages.

DISCUSSION:

The Park Management Plan provides the following direction:

- provide at appropriate locations integrated information on park and four mountain park opportunities to visitors as they arrive and travel through the park;
- assist park visitors to have safe and well planned visits by providing information on hazards and skills required;
- improve information on backcountry opportunities for four mountain park and adjacent park lands;
- the west gate information centre will be replaced by orientation exhibits;
- the role of east information centre will be reassessed in conjunction with redevelopments of the Kicking Horse Overflow;
- all staff will receive hospitality training to make them aware of park opportunities, heritage values, surrounding services;
- aesthetic qualities of both east and west gates will be

upgraded to provide a sense of arrival and welcome; visitors will be made aware that they are arriving in a national heritage area;
- orientation facilities along the highway will be assessed to provide minimal and clear and concise signage complimented where necessary with other media such as radio transmissions; signs at both park entrances will be consolidated;
- upgrade and improve information on recreational services to provide better enjoyment, improve safety and to provide for protection of the resource;
- information on backcountry opportunities and the related regulation, public safety, and resource protection, and administrative information will be provided to present and potential backcountry users. There will be integration with other agencies and parks in providing this information;
- information on backcountry opportunities will be managed on a four park basis. Major publications will include messages on similar backcountry management approaches and also highlight differences;
- access to visitor facilities will be improved to maximize visitor safety and maintain traffic flows;
- a private concession for public transit will be encouraged to tie Field and the railway station to trailheads and other important locations;

A significant number of shortfalls exist in the current service offer. Visitors entering from the west do not get any orientation information until they reach Field, 27 kilometers away. Signs on the highway indicate they need a vehicle permit but these too are not available until Field. The west gate is a poor quality welcome to the Four Mountain Park World Heritage Site having a no sense of welcome to a special place and a clutter of regulatory signs. In many cases people are not aware that they are in Yoho National Park.

Arrival information on accommodation requires improvements including campground status signs especially for traffic entering from the west. Orientation information at the campgrounds themselves is minimal and what exists requires improvements.

Backcountry users have no access to 24-hour registration.

LEVELS OF SERVICE:

- safe access to locations providing personal or non-personal reception **[PP]**
- all facilities and services will be identified by highway signs **[PP]**
- public safety information at all personal and non-personal contact points **[PP]**

- **East and West Gates and 1A Entrance:**
  - create a sense of arrival **[NP]**

- 24 hr., year-round, non-personal information/orientation media (lighted for night use - except 1A). **[NP]** Will include:
    - local services and facilities;
    - park identification and mandate message;
    - emergency information;
    - recreational and heritage appreciation opportunities;
    - maps of the park and region;
    - brochure/map dispenser;
    - awareness of main park theme.
- clear, aesthetically pleasing welcoming sign (eg.routed sign used in Banff. This would provide consistency on highway 1). **[NP]**
- clear exit message. **[PP]**
- personal reception service at west gate from mid-June to mid-September. **[NP]**
- toilets. **[NP]**
- access to emergency phone. **[NP]**
- bear-proof garbage receptacle. **[P]**
- access to vehicle permits. **[NP]**
- campground status highway signs. **[NP]**

- **Travel Information Centre (Field)**
    - 24 hr. non-personal information/orientation. Same as at the east and west gates with the addition of: **[P]**
        - trail/ski, avalanche, bear, road, restricted activity, and weather reports, tourist alert, interpretive schedule information.
    - 24 hr access to personal voluntary registration. Returns will be checked everyday at 0800 and during Info. Centre hours as required. **[PP]**
    - backcountry registration during open hours (permits also available at Western Regional Office, Lake Louise, Kootenay National Park, Banff National Park information centres). **[P]**
    - open: - 0800-2100 from mid-June to mid-September. **[P]**
        - 0800-1630 rest of the year. **[P]**
    - all questions will be answered, if not, staff will know where and how to get the appropriate information. **[PP]**
    - friendly, informed staff. **[P]**
    - separate backcountry information counter. **[NP]**
    - access to clean washrooms 24 hrs/day. **[P]**
    - public telephone. **[P]**

- **Campgrounds**
  - 24 hr. non-personal information/orientation which will include: **[NP]**
    - after hour registration procedure; emergency numbers; campground layout of facilities, opportunities; location of Info Centre and hours of operation; location of support services; park mission statement; site types; weather forecast.
  - self-registration station protected from rain. **[PP]**
  - 24 hr. access to brochure/map. **[PP]**
  - access to phone. **[PP]**
  - campground status sign at entrance and at each loop. **[NP]**
  - safe access to two way traffic. **[PP]**

- **Class A Trailheads (Yoho Valley, Whiskey Jack, Emerald Lake, Leanchoil, Lake O'Hara parking lot)**
  - weekly up-dated trail/ski, bear, avalanche reports. **[PP]**
  - topographic map. **[PP]**
  - parking. **[P]**
  - toilets. **[P]**
  - reference to other sources of information and services (eg. Info Centre, Friends of Yoho, trail guides, rentals) **[NP]**
  - "You are in Bear Country". **[PP]**
  - take away trail map. **[PP]**
  - information on regulations, restrictions, permit requirements, hazards, appropriate behaviour. **[PP]**
  - basic description of experience and theme statement preferably with visuals. **[NP]**
  - distances and elevations. **[PP]**
  - no conflicting trail distances. **[PP]**
  - info on acceptable and unacceptable activities. **[PP]**

- **Class B Trailheads**
  - bear and trail reports. **[PP]**
  - distances and elevations. **[PP]**
  - no conflicting trail distances. **[P]**
  - acceptable and unacceptable activities. **[PP]**
  - map.

- **Class C Trailheads**
  - basic trailhead sign with trail name, distance and keywords of things to see. **[PP]**

- **Boundary Signs**
  - park identifier and mission statement. **[NP]**

SERVICE PRIORITIES:

High	Medium	Low
Information Centre	Class B Trailheads	Class C Trailheads
West Gate	Highway 1A	Boundaries
East Gate		
Campgrounds		
Class A Trailheads		

ACTION ITEMS:

1. Classify trailheads.
   Determine the classification of each trailhead.

2. Trailhead media.
   Develop trailhead media to be consistent with regional design standards. These should be integrated with any other media development in the area. (see Appendix - Area Summaries)

   Guidelines 1,2,5,6,10,11,12.

3. Self-registration stations.
   Develop sheltered self-registration stations (to protect visitors from rain when filling out the information) as part of campground upgrading.

   Guideline 10.

4. Emergency radio telephone.
   Purchase and install emergency radio telephone at Hoodoo Creek, Chancellor Peak, and near the warden station at Takakkaw Falls.

   Guidelines 10.

5. Separate backcountry counter.
   Establish a separate backcountry counter and reading area at the Field Information Centre.

   Guidelines 4,6,8,11.

6. Information Centre videos.
   Develop a series of videos for use in the Information Centre that provide a orientation to a variety of areas including winter opportunities in Yoho, backcountry opportunities, etc. Material from these videos could also be used for staff orientation, extension, and public TV awareness.

   Guidelines 1,2,4,5,6,8,11,12.

7. Campground status highway signs.
Develop campground status highway signs. This is a priority at west end since eastbound visitors who find Kicking Horse full continue on to Lake Louise instead of heading back to Hoodoo Creek or Chancellor Peak.

Guidelines 3,7.

8. Entrance/exit communications package.
Develop and implement an entrance/exit communications package for the three park entrances that includes:

   - a clear exit message. This is a priority at the west end since shortly after leaving the park visitors get a clear view of clear cut logging. This helps emphasize one of the values of national parks.

   - clear welcoming signs at east and west gates and 1A including the message "Welcome to Yoho National Park - A World Heritage Site". This is highest priority at the west end.

   - non-personal reception/information/orientation media at east and west gates and 1A.

Guidelines 1,2,4,5,6,7,8,10,11,12.

9. Brochure/map dispensers.
Install brochure/map dispensers at appropriate locations as identified in 'Levels of Service'.

Guideline 2.

10. Clarify and communicate voluntary registration.
Clarify and communicate to users the procedure, level of service, and the park's responsibility with respect to voluntary registration. This should also be done as part of trip planning information.

Guideline 11.

11. Clarify Takakkaw Falls walk-in status.
Clearly identify Takakkaw Falls campground as a walk-in campground in all related communications media and through personal contact.

Guideline 3.

12. West end personal service.
Develop a strategy to provide personal service in the west end of the park.

Guidelines 4,9.

13. Boundary sign messages.
Include Yoho park identifier and park mission statement on boundary signs in future sign replacement.

Guidelines 1,3,6,8.

14. Determine role of campground residences.
Determine the role of the residences at the campgrounds. Will staff be expected to provide a 24-hour information service?

Guidelines 9.

15. Highway safety messages - Park's Companion.
Promote highway safety messages in Park's Companion publication.

Guidelines 8,11.

16. Update Climbing Guides.
Update the Climbing Guides to meet the need of the Challenge Seekers of accurate, up-to-date information.

Guidelines 4,11.

17. Route books at Information Centre.
Ensure that copies of books about climbing and mountaineering routes in the area are accessible to the public at the Information Centre. Several publications on the market can serve as a valuable resource base of information for visitors. Simply providing copies of these publications saves us resources in having to produce media with similar, if not identical messages.

Guidelines 2,4,11.

18. "Friends" to sell route books.
To follow up on Action Item 17 we will encourage the Friends of Yoho to sell maps and books about routes in the area so that people may purchase these on-site if they wish. During the winter season the availability of these publications for sale may be continued by having Visitor Services staff sell them.

Guidelines 2,4,11.

19. Sharing of trail information.
Develop and implement an effective system for sharing trail information among users, lodges, concessionaires, and maintenance staff in a timely manner. This will include updates to stakeholders. This will allow us to provide up-to-date trail information.

Guidelines 3,8,11.

20. Information Centre DOTS Terminal.
Purchase and install DOTS terminal at the Information Centre to allow sharing of trail condition information between the Four Mountain Parks.

Guideline 8.

21. Ski Trail Information Media.
Develop and install media for ski trails, using the international marking system (already in use in Banff) and trail numbering. This will include signage that indicates end of groomed area/ beginning of ski touring trail. As part of this we will have to update the winter skiing guide to provide cross-reference to the trail marking/numbering system.

Guidelines 2,11.

22. Trail Biking Information.
Modify the trail bicycling information/orientation package to reflect changes in the offer.

Guidelines 1,3,6,8.

23. Picnic Area/Viewpoint Media.
Develop a media plan for picnic areas and viewpoints that provides for basic identification and awareness of Yoho National Park. This would be targeted primarily to the Leisure Group. (see Interpretation 3.5.5)

Guidelines 1,2,4,5,6,7,10,11,12.

24. Develop Campground Media.
Develop media at each campground at a central location that provides information on opportunities, facilities and services, events, regulations, basic interpretation, etc. These will be centrally located and clearly recognizable. (see Interpretation 3.5.5)

Guidelines 1,2,4,5,6,7,10,11,12.

3.5.5 Interpretation and Extension

OBJECTIVE:

To provide all VAGs and extension audiences with opportunities to increase their awareness and appreciation of each of Yoho National Parks's themes.

To promote informed understanding of resource management in national parks; the roles of national parks in a regional, national and global context; environmental issues; and sustainable development.

DISCUSSION:

Interpretation and extension play a key role in connecting Canadians to their heritage, providing high quality experiences for national park visitors, empowering individuals to deal with environmental challenges, and helping to resolve park protection and management problems.

Interpretation/extension are both central to our agency's mandate and a key service to the public. As such, interpretation/extension priorities are defined both on the basis of visitor need and CPS heritage presentation and communication objectives. Interpretation and extension will be fully integrated with other communications, marketing and resource management programs, and recreational opportunities.

Significant gaps exist in the presentation of heritage themes. Less than half of the identified themes are presented with non-personal media. There is no central focus, an overview of the park story is not provided, there is little linkage to broader regional and national stories, and major VAGs and Extension Audiences receive little or no heritage presentation.

The primary location for presenting interpretive programs to audiences is at Kicking Horse Theatre Campground. However, due to the length of summer days at this latitude, programs cannot start until 10 PM; as a result, families with small children, some seniors, and early risers are discouraged from attending. In addition, the open air seating means that when it rains (one out of three days), attendance drops off markedly.

Special concerns arise with respect to such heritage Appreciators as professional writers, photographers, and researchers. They provide us with a vehicle to reach a potentially large audience, however, they can place considerable demand on park staff either for manuscript review or for in-park consultation and site visits. We will not do research for these people, however we will facilitate the process for them. Specific levels of service will be defined to further guide staff in the level of resource commitment to such groups.

Special Groups place the greatest demand on the Interpretation section in May and June when program preparation is taking place. A clear booking policy specifying lots of lead time and improved use of non-personal media can improve the service to this sub-VAG.

STRATEGIES:

- Interpretation/Extension messages can be delivered at three levels of presentation -- awareness, appreciation and understanding:

  Awareness: Heritage presentation at this level is intended for the general public and special groups alike, both inside and outside the park. The objective is to create an awareness of park resources, of Canadian Parks Service in general and of basic policy considerations. Films, radio shorts, cable T.V., newspaper articles and general parks information packages are used to deliver interpretive awareness messages.

  Appreciation: Heritage presentation at this level provides an enhanced comprehension of park themes and messages. They generally provide opportunities for greater understanding of park management philosophies and practices, relevant rules and regulations, and environmental issues. This greater level of information can be conveyed by delivery methods such as self-guided walks, on-site exhibits, theatre presentations etc.

  Understanding: Communications at this level provide opportunities for visitors to develop the kinds of personal insights into their heritage that come from detailed knowledge or personal involvement - learning by doing. Included are programs which motivate visitors to develop the necessary skills to use park environments wisely, guided walks, specialized publications, public participation programs, cooperative activities, etc. Personal service programming is a key element in providing this level of interpretation.

- Presentation of themes and messages will be through a blend of personal and non-personal media. Non-personal media will deliver messages that are unlikely to change significantly over the life of the media, and will offer understanding of all park themes to all VAGs at all times of the year. Personal media will focus on messages that are more likely to change or evolve in the shorter term and will aim at providing an appreciation of park themes to priority VAGs and extension audiences at times and places where audiences can be most readily gathered.

- Campgrounds serve as staging areas for day use opportunities; therefore, information and orientation will be emphasized in campground media, and interpretive messages will be delivered only to an awareness level. Personal interpretation (evening programs and guided events) will provide appreciation and understanding opportunities.

- Non-personal interpretive media will be planned as an integrated package of on-site and take-home media that will collectively provide opportunities for all VAGs to develop understanding of the park's heritage themes. Awareness of the national parks system and mandate will be provided at each location; heritage themes and messages will vary from one to the next (specifics below and in Appendix 1); each will include orientation to other exhibits in the series, in order to function as an integrated interpretive unit and to encourage exploration of the park.

- Primary spots for **awareness** messages will be the Trans-Canada Highway, Golden area, and all external communications.

- Interpretation of the priority themes to an **appreciation** level will be made available to all VAGs and selected target groups.

- Primary delivery for **appreciation** messages will be personal programming, at day-use areas and specific take-home products such as annotated topographical maps and the interpretive park guide.

- Each priority theme and management message will be presented to an **understanding** level to priority VAGs and selected extension audiences, especially through personal programming.

- Excellence in heritage interpretation will be supported by theme-specific research and resource packages, and by providing staff with theme-related training and upgrading opportunities.

- Each theme presentation, whether personal or non-personal, will be provided in context to the overall park story and the regional setting.

- Partnership with other groups and agencies will be an integral part of extension programming.

- Extension audiences will be priorized on the basis of general levels of awareness of park themes; emphasis will be, in part, on constituency-building.

- Partnership with the private sector, volunteers and other agencies will be actively pursued to increase the range and amount of interpretive opportunities available in Yoho National Park and its extension area beyond the basic level of service provided by park staff.

- All VAGs and extension audiences will be encouraged to pursue further opportunities to develop understanding of their natural and cultural heritage.

- In return for cooperation we will encourage writers to include important management messages either as text within the article or as a sidebar (eg. restricted access to the Burgess Shale).

Table 1. **Levels of Service for non-personal Interpretive media:**

Legend:

Level of Presentation is indicated within the matrices for each VAG by one of the following numerical codes:

1. AWARENESS
2. APPRECIATION
3. UNDERSTANDING

Park Heritage Themes (see Section 2.3.2, Heritage Theme Messages) are:
(in order of priority):

FROM OCEAN BOTTOM TO MOUNTAIN TOP
HERITAGE PRESERVATION
ICE AND WATER - AGENTS OF CHANGE
TRANSPORTATION CORRIDOR AND CPR
ROCKY MOUNTAIN WILDLIFE
VEGETATION - A MOUNTAIN MOSAIC
CLIMATE - CAUGHT IN THE MIDDLE
OFF THE BEATEN TRACK

ACTIVE GROUP

Location and/or Media

Park Heritage Themes

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Park Interpretive Guide	2	3	3	3	3	3	3	3	3
Annotated topographical maps	2	2	3	2	1	2	2	2	1
River Guide	2	2	2	2	1	1	1	2	1
Trailhead media	2		2			1		1	

LEISURE GROUP

Location and/or Media

Park Heritage Themes

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Front-country Campground media	2	1	2	1	1	1	1	1	1
Emerald Lake day use area	1	1	2	2	1	1	2	2	1
Kicking Horse Overflow area	1	2	2	1	2	1			2
Takkakkaw Falls day use area	1	2	2	2		1	1	2	1
Leanchoil day use area	1	1	3	2	1	2	2	1	2
Field Travel Information Centre	2	2	3	2	1	1	1	1	1
Great Divide day use area			1	1	2			1	2
Natural Bridge day use area			1	1					
Amiskwi day use area	1		1	1			1		
Finn Creek			1	1			1		
Faeder Lake	2		2		1				
Park Interpretive Guide	2	3	3	3	3	3	3	3	3
Annotated topographical maps	1	2	3	2	2	2	2	2	2
Viewpoints (orientation to major interpretive media & facilities)		1	1	1	1	1	1	1	1
Class A Viewpoints (as above, plus appreciation of major feature[s])									

PACKAGE GROUP

Location and/or Media | **Park Heritage Themes**

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Tour operators' guide	2	2	3	2	2	2	2	2	2
One-page high quality take-away sheet	1	1	2	1	1	1	1	1	1
Emerald Lake day use area	1	1	2	2	1	1	2	2	1
Kicking Horse Overflow area	1	2	2	1	2	1			2
Takkakkaw Falls day use area	1	2	2	2		1	1	2	1
Field Travel Information Centre	2	2	3	2	1	1	1	1	1
Great Divide day use area			1	1	2			1	2
Natural Bridge day use area			1	1					
Viewpoints (orientation to major interpretive media & facilities)		1	1	1	1	1	1	1	1
Class A Viewpoints (as above, plus appreciation of principle feature[s])									

HERITAGE APPRECIATORS (in park)

Location and/or Media | **Park Heritage Themes**

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Park Interpretive Guide	2	3	3	3	3	3	3	3	3
Annotated topographical maps	2	2	3	2	1	2	2	2	1
Park Resource Centre	3	3	3	3	3	3	3	3	3
Correspondence, as required									

HERITAGE APPRECIATORS (outside park: Extension)

Location and/or Media | **Park Heritage Themes**

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Newspaper columns	2	2	2	2	2	2	2	2	2
Cooperation with commercial media as required									

CHALLENGE SEEKERS

Location and/or Media | **Park Heritage Themes**

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Park Interpretive Guide	2	3	3	3	3	3	3	3	3
Annotated topographical maps	2	2	3	2	1	2	2	2	1
River Guide	2	2	2	2	1	1	1	2	1
Trailhead media	2		2			1		1	

THROUGH TRAFFIC

Location and/or Media | **Park Heritage Themes**

	Mngt Messages	Oceans to Mtntops	Heritage Preserv.	Ice and Water	Transp'n & CPR	Rocky Mtn Wildlife	Vegetat'n Mosaic	Climate	Off the beaten tr
Petro-Canada service station	2	1	2	1	1	1	1	1	1
West Louise Lodge	2	1	2	1	1	1	1	1	1
Field Travel Information Centre	2	2	3	2	1	1	1	1	1
Truck stop/brake checks	2		2			1			
East and West park entrances	1		1						

LEVELS OF SERVICE:

- Personal Interpretation:

- one theatre presentation will be given nightly at Kicking Horse Campground during July and August. **[PP]**
- one theatre presentation will be given on Friday and Saturday nights of: the May long weekend, the last two weekends in June, and each weekend in September, at Kicking Horse Campground. **[PP]**
- one interpretive program will be given nightly at one of the two campgrounds (Chancellor Peak and Hoodoos Creek) at the west end of the park during July and August. **[PP]**
- one interpretive program will be given each week at Takakkaw Falls and Lake O'Hara campgrounds during July and August. **[PP]**
- two outdoor events will be given per day, 6 days a week during July and August. These will be scheduled to offer visitors opportunities in all parts of the park, and will collectively cover all park themes. **[PP]**
- one outdoor event will be offered each weekend from Dec 20 until March 30. **[P]**
- all special groups (10 people minimum) will get at least one hour of personal interpretive service if an interpreter is requested. For visits during the summer season (June 15 to September 1) bookings must be made by May 15. **[PP]**
- one contact, one-stop-shopping for special groups making reservations. **[PP]**

- Non-personal Interpretation:

- Non-personal media will be available throughout the park including:
  - trailhead media at Class A trailheads (park awareness; theme presentation; seasonal messages). **[PP]**
  - river guide, annotated maps and interpretive guides for purchase at Information Centre and other commercial outlets. **[PP]**
  - day use area exhibits. **[PP]**
  - on-site media and exhibits in campgrounds and the Field Information Centre, and at Joe's Garage, West Louise and (if passenger travel warrants) the CPR Station. **[NP]**
- Basic (one-page) quality handout/souvenir for individuals on package tours in the park. **[NP]**
- Self-guided trails will be operational as soon as snow melts. **[PP]**
- General media development guidelines are presented below in Table 1 **[PP]**:

- Extension:

- One program will be offered each month to an audience in the

park's extension area. **[PP]**
- Interpretive programs will be developed cooperatively with school authorities to be presented annually to students at each of the elementary, junior high, and high school levels. **[PP]**
- A weekly column written by park staff will be submitted to a Golden newspaper. **[PP]**
- Parks staff will respond to requests for heritage information within one week. **[PP]**
- An information/interpretation package will be developed, updated annually, and distributed to tour operators. **[NP]**

- **Support materials:**

  - library and fossil collections reviewed and updated annually. **[NP]**
  - two skull and antlers of each ungulate, one skin and skull of each carnivore, and one study specimen of each rodent will be maintained. **[PP]**
  - interpretive resource collections open and accessible 10 scheduled hours per week. Staff will be present during these hours to provide visitor assistance and collections security. **[PP]**

ACTION ITEMS

1. Annotated resource kits.
   Develop annotated information packages and resource kits for park interpreters for each of the major park themes, and implement a strategy for annually updating these resources.

   Guideline 9.

2. Ecological history of Yoho.
   Assemble an ecological history of Yoho National Park within a regional context. This history should examine glacial and climatic trends, vegetation change, wildlife populations and human-induced changes. Its purpose is to provide, for park staff, a clear image of the dynamics of the heritage that Yoho is established to preserve and present.

   Guidelines 8,9.

3. Interpretation strategy in research projects.
   Incorporate communication/interpretation strategy, where appropriate, into all research and project proposals at the planning stage to more fully integrate interpretation/marketing/information into park operations.

   Guideline 9.

4. Staff seminars and field trips.
Develop and implement annual strategy to provide theme-specific seminars and field trips to parks staff.

Guideline 8,9.

5. Resource Centre.
Organize and centralize the park library and resource collections in a park resource centre. This should include a strategy for new acquisitions, replacements, subscriptions and information exchange to keep the park resource centre up to date and comprehensive. This facility will eventually be incorporated into the new Administration Building and will require p.y. dedicated to the ongoing operations and maintenance of the resource collections.

6. Park entrance and day use media.
Incorporate basic interpretive messages in media for east and west park entrances, picnic areas, and viewpoints. (See Arrival 3.5.4, Viewpoints 3.6.13, and Picnicking 3.6.14). Detailed messages for each location can be found in Appendix.

Guidelines 1,2,4,5,6,7,8,10,11,12.

7. Campground media.
Develop and implement media for campgrounds, incorporating awareness of park themes and orientation to park opportunities and interpretive media. Specific messages are included in Appendix 1.

Guidelines 1,2,4,5,6,7,8,10,11,12.

8. River guide.
Produce a Kicking Horse river guide for canoeists, kayakers, and rafters and arrange for its publication and distribution by a third party.

Guidelines 1,6,11.

9. Annotated Interpretive maps.
Produce annotated 1:50,000 maps of Yoho National Park based on park themes and messages and visitor opportunities targeted to the Active and Challenge Seeking Groups. Arrange for publication and distribution by a third party.

Guidelines 1,5,11.

10. Self-guiding trails.
Where possible incorporate self-guiding trail media in existing and proposed strolling opportunities loops at campgrounds and picnic areas.

Guidelines 1,2,6,10.

11. Interpretive guide.
Produce an interpretive guide to Yoho National Park based on park themes and messages and visitor opportunities. Arrange for publication and distribution by a third party.

This guide should give visitors a clear, integrated picture of our heritage presentation themes, and stimulate them to experience the park and learn more about the themes on their own.

The book should include the following:

Introduction/Overview

- Yoho National Park in context of national park system and global network of protected areas. How to use the book.

Themes

- Main park theme and sub-themes; cross-referenced to Guide; provide a level of presentation that allows reader to develop understanding and insight. Includes references to other sources of information on each theme.

Guide

- Describes areas of the park, and opportunities in each area. Focuses on heritage presentation opportunities (eg. self-guiding trails, interpretive media, etc.) while including all facilities and services.

Bibliography/Sources

Index

Guidelines 1,3,4,5,6,7,8,11,12.

12. Redevelop Kicking Horse Theatre.
Redevelop the Kicking Horse theatre incorporating parking, covering and disabled access. Covering should significantly increase attendance for two reasons. First, programs will be able to be shown earlier in the evening allowing more families to attend. Second, more people will be able to be accommodated during rainy evenings (currently programs are backstage on rainy nights and capacity is quite limited).'

Guidelines 2,4,10,12.

13. Hoodoo Creek Theatre.
Maintain the Hoodoo Creek theatre at a one projector level for interpretive programs and phase out any electronic equipment not required. This is in response to poor quality programs in the past because of an unreliable power source.

Guidelines 2,4.

14. Information kit.
Produce an information kit which includes information on alternatives for groups larger than 10; this will offer orientation to the park and awareness and understanding of heritage preservation theme; awareness of main park theme and sub-themes.

Guidelines 1,3,6.

15. Annual updates to producers of Yoho literature.
Develop a mailing list of stakeholders and publishers who have products dealing with Yoho and provide them with annual updates. (see Pretrip)

16. DOTS library of text.
Create DOTS library of texts of information on specific activities and services in a shared folder for use in correspondence. (see Pretrip)

17. Burgess Shale hike concession.
Develop a third party concession/cooperating agreement for guiding service to the Burgess Shale. This should be implemented in conjunction with park hikes so that free access can be provided through the CPS events while the concessionaire provides the additional hikes to meet the demand.

Guidelines 4,9.

18. Emerald Lake media.
Develop media at Emerald Lake to meet the needs of the variety of VAGs at this high use location. Design and message elements should consider the characteristics of activities such as bus touring, horseback riding, canoeing, hiking, and picnicking.

Guidelines 1,2,6,7,10,11,12.

19. Highway mortality flagging
Utilize highway wildlife mortality flagging program each year during one long weekend. This will be targeted to all high way users but will be one of the few media effective for Through Traffic.

Guidelines 1,2,11.

20. Train station special events.
Present Interpretive Special Events at the train station. Passenger trains stop for about 1/2 hour during which time people get off and wander around the station and by the Kicking Horse River.

Targeted to Through Traffic this item is dependent on the future of passenger train service stopping in Field. (see Recreation Services, Through Traffic)

Guideline 2.

21. Annual list of potential research projects, events, stories.
Every year develop a list of potential research projects and circulate to potential researchers or research institutions. This will allow us to be proactive in meeting goals relating to Enhancing Protection Through Science.

As well annually generate a list of current themes, issues, and events and identify an associated contact person and other resource people that may be useful with respect to each. Circulate this to local media.

Guidelines 3,8.

22. Visitor Activities Clerk.
Establish a Visitor Activities Clerk position who will among other things coordinate requests for Special Groups, answer information requests, and perform other clerical duties required by both subactivities. This will help achieve stated levels of service since information requests must often circulate to more than one subactivity and special groups coming to the park need to make arrangements for both interpretive programs and group camping reservations.

Guidelines 3,9.

23. Acquire specimens.
Acquire specimens to meet the stated levels of service.

24. Policy on the use of slides, artwork, etc.
Develop a clear policy on the use of slides, artwork, etc. This will alleviate some of the misunderstanding and inconsistency when writers, editors, and others request use of such materials.

25. Inventory of staff expertise.
Establish and annually update an inventory of staff expertise for use by first-contact staff. This will provide staff with appropriate information on where to send visitors who have a heightened interest in specific fields and are looking for more in-depth information.

Guideline 4.

26. Video Collection.
Develop a video collection for training staff, for public viewing in both the Information Centre, and for extension. This can be achieved by a variety of means including producing professional videos about the park, purchasing relevant videos, and videotaping park seminars and presentations.

Guidelines 9.

27. Low light video camera.
To help achieve item #26 purchase a video camera capable of recording in low light to enable the recording of evening programs.

Guideline 9.

28. Lost in the Woods.
Investigate ways for the schools to get the 'Lost in the Woods' program from other parties. This program is more a skill development type of program and therefore a lower priority in our program offer than truly interpretive events.

Guideline 3.

29. Reservation policy and catalog of services.
Develop a clear reservation system for special groups requesting Interpretive services and communicate this to potential users. As part of this communications package prepare an information package and a catalog of Yoho's Services to Special Groups'. When they reserve, groups will be sent a copy and choose from the list the services they would like.

Guidelines 1,3,6.

30. Tour operator package.
Develop communication package for tour operators that provides an overview of the park themes and locations of on-site media. This package will include one page handouts for individuals.

Guidelines 1,2,3,4,5,6,7,8,12.

31. Field Learning Centre.
Support the development of a Learning Centre within the town of Field. A local group is investigating the feasibility of establishing a centre that will focus on environmental education including such themes as the Burgess Shales, national park management, and global environmental issues. this centre will incorporate the local school facility which is currently scheduled to be demolished and replaced with portable classrooms. This project will address all six western region Strategic Priorities.

Guidelines 1,2,4,8,9,12.

3.5.6 Departure

See Feedback, Socio-economic Information, and Monitoring, Section 3.11

3.5.7 Communication Services for Disabled Persons

See Services for Disabled Persons, Section 3.7.

3.5.8 Official Language Services

Levels of Service and corresponding action items have been identified in a separate document (Official Languages Plan - Western Region 1989).

3.6 Recreation Services

3.6 RECREATION SERVICES

OBJECTIVE:

To provide members of every Visitor Activity Group with appropriate, year-round recreational opportunities and support services and facilities that:

- are consistent with the Canadian Parks Service mandate and the Four Mountain Parks Purpose and Objective statement;
- are consistent with the approved basic levels of service;
- are consistent with park zoning and backcountry opportunity area designation;
- reflect the character of the park;
- meet the basic expectations of visitors;
- meet safety, health and comfort standards, and
- are consistent with the experience the park intends to offer.

Appropriate recreational activities for Yoho National Park include:

- rock climbing, mountaineering, ski mountaineering, kayaking, ice climbing, caving, photography, hiking, backcountry camping, Nordic skiing, ski touring, dogsledding, highway cycling, rafting, trail biking, horseback riding, winter camping, river and lake canoeing, sightseeing, pleasure driving, picnicking, walking, fishing, frontcountry camping, bus touring, group camping, researching.

DISCUSSION:

Visitors can participate in a number of appropriate activities within Yoho National Park ranging from picnicking along the shores of Emerald Lake to hiking in the rocky alpine of Lake O'Hara to hanging from a wall of ice near the town of Field. The wide range of activities appeal to different VAGS, different types of people with different values; when these people use the same area or facilities of the park, conflicts can occur. Visitor management will be done in such a way as to reduce these conflicts which should in turn lead to a better experience for all. Priorizing VAGs has greatly assisted implementation strategies.

Certain societal trends must be closely monitored to ensure we are aware of impending impacts or demands by these changes in the population. New technologies that give people quicker and easier access to the backcountry may serve to shrink the size of the wilderness; an aging population may make greater demands on frontcountry facilities, and; meeting the needs of disabled persons will result in a better experience for all visitors.

Communications, particularly through pretrip planning and reception and orientation, will be used to a great extent to ensure that the public have realistic expectations about the experience they will have in the park (see Communication Services 3.5).

GUIDELINES:

Guideline 1 Any upgraded or new recreational facilities will be "packaged" with other recreational opportunities and communication services, in order to provide visitors with a more complete experience at that location.

Discussion: Packaging of opportunities will increase the attractiveness to visitors and will provide focal points for message presentation (see Communication Services 3.5). This will also allow operational efficiencies in providing the service offer as well as limiting environmental impact to certain areas. A priority will be to ensure that major interpretation and management messages will be presented.

Guideline 2 Development or redevelopment of services and facilities will be designed with the customer's perspective and needs in mind. (The Service Planning thought process will be used wherever practical). For example, campsites will be designed with good buffer between sites, soft tent pads, views, etc.

Discussion: Customer oriented facilities will lead to greater customer satisfaction. Improved satisfaction should lead to increased length of stay, repeat use and new visitation through word of mouth. The goal will be to maintain the attributes that make campgrounds nice places to be. As such, full occupancy at all times will not be a goal. A balance of maximum use and customer satisfaction will be sought through the use of customer satisfaction surveys and park operational requirements.

Guideline 3 Recreational opportunities and facilities will reflect the heritage themes and preservation ideals of national parks and will follow Yoho National Park's architectural motif.

Discussion: Exposure to heritage themes will draw visitor attention to the fact that he/she is in a special place. This increased awareness should engender support and facilitate protection for the Canadian Parks Service. Utilizing the architectural motif will re-enforce the park's character.

Guideline 4 Facility maintenance, recapitalization and new development will be based on service priorities.

Discussion: As O&M resources and capital dollars continue to shrink, it is increasingly difficult to adequately maintain facilities. To ensure that maintenance dollars and recapitalization funds are directed towards major Visitor Activity Groups, service priorities have been developed. These priorities are geared to achieving visitor satisfaction as well as the park mandate.

Guideline 5 Recreational opportunities will be managed in a manner that will minimize the conflicts between user groups.

Discussion: Some facilities, like trails, were originally developed for hiking only. Over time horse use and recently off pavement biking have resulted in user conflict. Conflicts also exist between Through Traffic and Pleasure Drivers on the Trans Canada Highway. The Yoho National Park Management Plan identifies the need to reduce the conflict between user groups. Park visitors will have a more enjoyable experience when conflicts are reduced.

Guideline 6 Outside agencies will be encouraged to provide skill development services to park visitors.

Discussion: The Canadian Parks Service mandate is to provide the opportunities for recreation in the national parks rather than become directly involved in the delivery of skill development services. The private sector is better able to provide this service.

Guideline 7 Leaseholders and concessionaires will be encouraged to provide off-season services.

Discussion: Incentives for encouraging off-season use of services and facilities by the park should be supported by the private sector in providing basic services for a longer period of time. Cooperative regional planning for off season use will be encouraged.

Guideline 8 No mechanised equipment will be permitted in wildland areas (except for public safety reasons). In primitive areas mechanised equipment will only be permitted by the Superintendent on a case by case basis and when realistic alternatives do not exist.

Discussion: Use of mechanised equipment in the backcountry is increasingly becoming a concern for those seeking a wilderness experience. Controlling the use of this type of equipment, particularly in wildland areas where the absence of built facilities reduces operational requirements, will help ensure visitors get this experience.

An exception to this guideline is the Amiskwi Valley Wildland Area. A warden cabin is currently required at the far end of the valley. The existence of this facility requires maintenance of both the cabin and trails leading to it mechanised equipment is required for operational efficiency. The long term goal will be to remove this cabin and at that time this area should comply with this Guideline.

Guideline 9 Education programs will be used wherever possible to encourage people to stay on established trails or to use appropriate trails to avoid user conflicts.

Discussion: Education is much more effective than physical restrictions or regulatory notices in explaining our actions and gaining support from the public. In the case of reducing user conflicts it can be considerably less damaging to the environment and less expensive than constructing separate trails. This plan recognizes, however, that physical separation may required in certain instances.

Guideline 10 Rental services that enhance appreciation of the park experience while maintaining environmental standards are considered desirable and will be encouraged.

Discussion: Visitors sometimes arrive in the park without adequate equipment to partake in certain activities. This may be due to poor pretrip planning or an expectation that certain rentals are available. Where possible the provision of rental services can greatly enhance the park experience. The availability of rental services will be included in pretrip and arrival information services.

From this point on, the Recreation Section is presented by specific activity. Overall the activities are organized by VAG and VAG priority. Figure 2 in Section 3.4 "Major Aspects of the Future Offer" illustrates this relationship.

Also, much of the discussion in this section refers to the backcountry opportunity zoning as well as frontcoutrny facilities both identified by maps in the Park Management Plan. These maps are presented here as Figures 3 and 4.

Figure 3: Backcountry Opportunities and Facilities

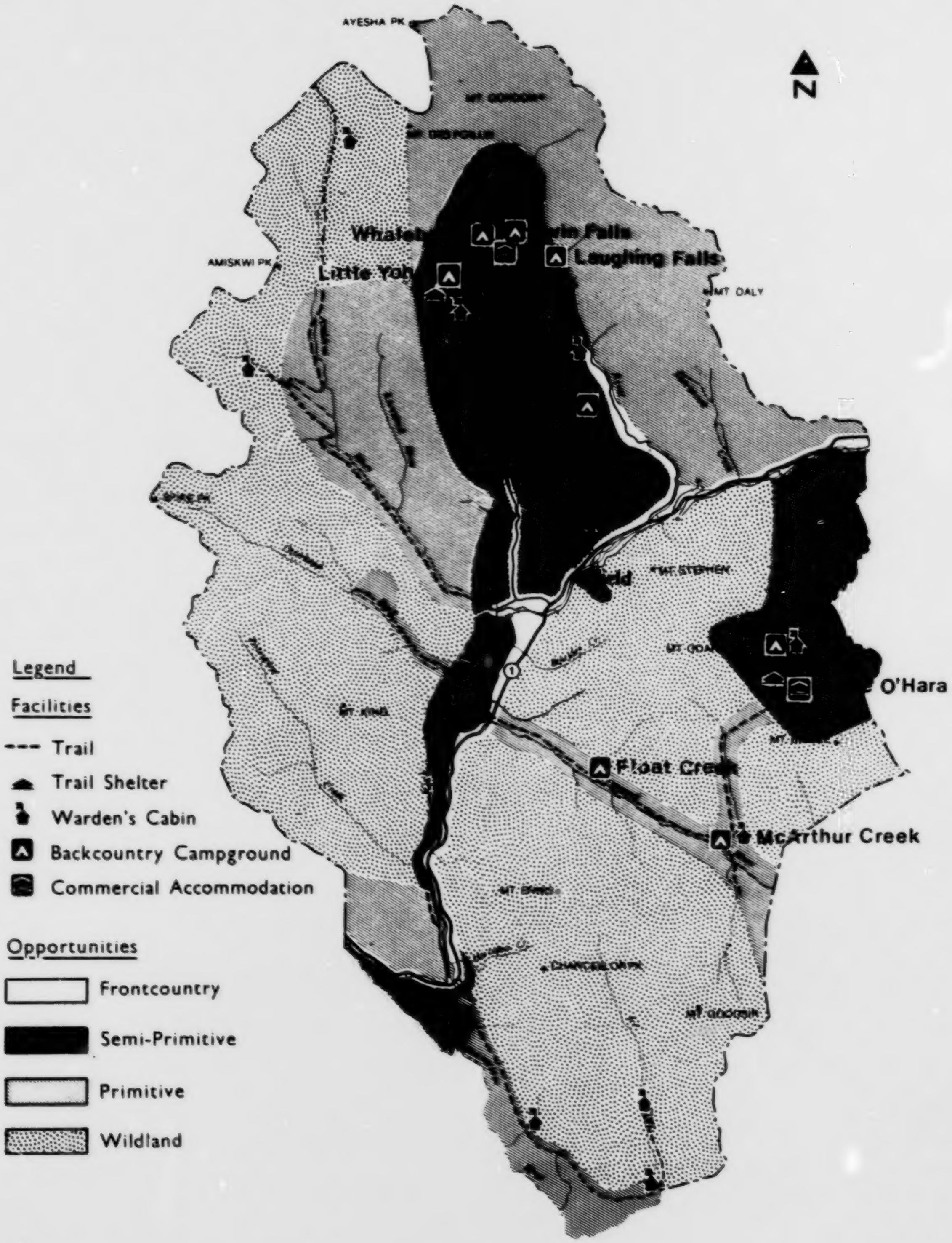
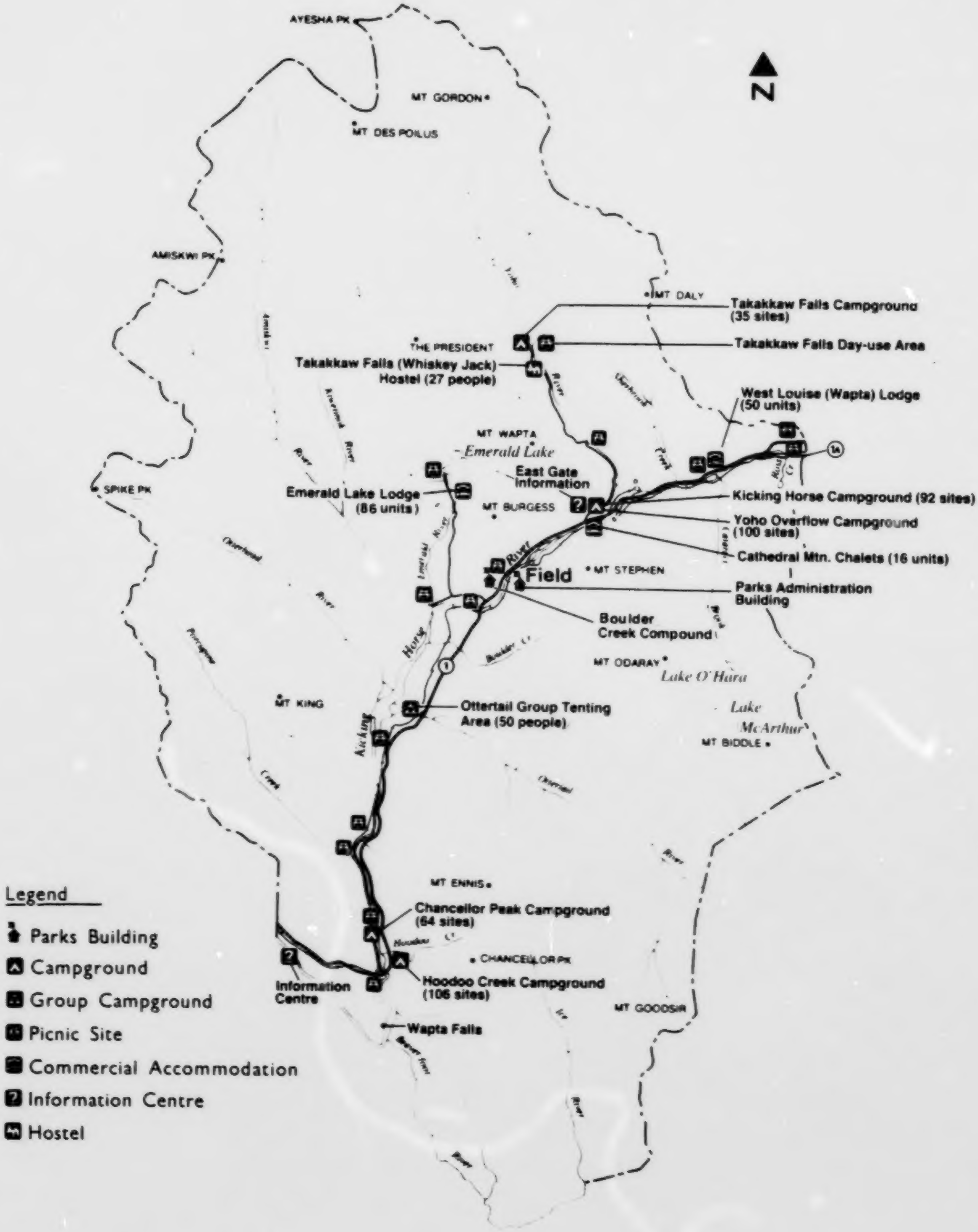

AYESHA PK
N
MT. GORDON
MT. DES POILUS
Whaleb
win Falls
Laughing Falls
AMISKWI PK
Little Yoh
MT DALY
SPIKE PK
eld
MT. STEPHEN
MT. ODA
e O'Hara
MT. KING
1
Float Creek
McArthur Creek
MT. BIRD
CHANCELLOR PK
MT. GOODSIR
Legend
Facilities
Trail
Trail Shelter
Warden's Cabin
Backcountry Campground
Commercial Accommodation
Opportunities
Frontcountry
Semi-Primitive
Primitive
Wildland

Figure 4: Frontcountry Facilities


N
AYESHA PK
MT GORDON
MT DES POILUS
AMISKWI PK
MT DALY
Takakkaw Falls Campground (35 sites)
THE PRESIDENT
Takakkaw Falls Day-use Area
Takakkaw Falls (Whiskey Jack) Hostel (27 people)
West Louise (Wapta) Lodge (50 units)
MT WAPTA
Emerald Lake
East Gate Information
Emerald Lake Lodge (86 units)
SPIKE PK
MT BURGESS
Kicking Horse Campground (92 sites)
Yoho Overflow Campground (100 sites)
Cathedral Mtn. Chalets (16 units)
Field
MT STEPHEN
Parks Administration Building
Boulder Creek Compound
MT ODARAY
Lake O'Hara
Lake McArthur
MT BIDDLE
MT KING
Ottertail Group Tenting Area (50 people)
Kicking Horse River
Amiskwi River
Otterhead River
Emerald River
Boulder Cr
Ottertail
Ice River
MT ENNIS
Chancellor Peak Campground (64 sites)
Hoodoo Cr
CHANCELLOR PK
Information Centre
Hoodoo Creek Campground (106 sites)
Wapta Falls
Beaverfoot River
MT GOODSIR
1
1A
Legend
Parks Building
Campground
Group Campground
Picnic Site
Commercial Accommodation
Information Centre
Hostel

3.6.1 Hiking

OBJECTIVE:

To provide members of the Active Group, Heritage Appreciators, and Challenge Seekers with a range of backcountry hiking opportunities where they can enjoy park resources on their own terms and with minimum evidence of man made intrusions.

DISCUSSION:

The Park Management Plan provides the following direction:

- to manage for the perpetuation of natural environment essentially unaltered by human activity;
- to continue to provide an appropriate range of backcountry opportunities;
- to encourage more use in primitive and semi-primitive areas;
- cooperate with outside agencies in backcountry management;
- provide more and improved info/orientation to potential and in-park users;
- facility improvement will be concentrated in the Yoho/Little Yoho/Emerald and Lake O'Hara areas;
- improvements are to be consistent with type of opportunity to be provided;
- backcountry roads are to be closed to vehicles and Ottertail, Amiskwi, Ice River, Otterhead, and Van Horne reverted to appropriate trail standard;
- a number of additional trail linkages will be developed including between Ottertail and Amiskwi and between Chancellor and Leanchoil;
- additional trail construction will be considered in the Yoho Valley where there is considerable random walking;
- improve linkages with day-use, overnight, and interpretive opportunities;
- expand and upgrade system of day-use trails to provide loops;
- new opportunities may be added - Kiwetinok Pass; Ottertail to Amiskwi link; Hoodoo Creek campground to Wapta Falls via Deer Lodge; Tally-Ho extension to Emerald Lake; Yoho trunk Trail loop from Point Lace; loop extension from Hamilton Lake; loop extension to Walk-in-the-Past.

Visitors can hike on trails in all major valleys within Yoho. Over the years, however, use has been concentrated within the Yoho/Little Yoho/Emerald Lake and Lake O'Hara areas. High use has also led to considerable random walking in some areas resulting in resource impact. Recently, some visitors and park staff have expressed concern over the level of trail standards being employed in the backcountry. While there is a need to provide a comfortable walking surface and to protect the environment some consider the standards too high and inappropriate for a backcountry setting.

LEVELS OF SERVICE:

- built facilities (including trails) will be low key and will appear as part of the landscape; they will be as unobtrusive as possible. **[PP]**
- hikers will have access to good directional media to help them find their way around and make choices between available routes and loop opportunities. Annotated maps and interpretive guides will serve as the primary interpretation/information non-personal medium. **[PP]**
- information/orientation, safe access, parking and toilet at trailheads. **[PP]**

- **Semi-primitive areas:**
    - Visitors will not be aware of the walking surface as overly good or overly bad; facilities will blend into the particular setting, visually buffered if necessary. **[PP]**
    - trails and bridges maintained to a level to allow for well-drained and stable surface, safe passage, and to ensure resource protection. (eg. prevent trail braiding) **[PP]**

- **Primitive areas:**
    - trails maintained to the minimal level to allow for resource protection and safe passage. **[PP]**

- **Wildland areas:**
    - no built facilities (exception of one patrol cabin in the Amiskwi Valley), action will be taken to ensure hiking use will not damage the resource (ie. limits to use, education etc. may be the solution rather than trail hardening). **[PP]**

SERVICE PRIORITIES:

Service Priorities for Trails by Area:

High	Medium	Low
Lake O'Hara	Sherbrooke	Ice River
Yoho Valley		McArthur/Goodsir
Emerald Lake		Amiskwi
		Otterhead

Service Priorities for Day Hikes:

High	Medium	Low
Sherbrooke	Ross Lake	Mt. Stephen
	Emerald Basin	Mt. Hunter
	Paget Peak	Hamilton Lake
	Wapta Falls	Hoodoos

ACTION ITEMS:

1. Remove cabins.
   Remove remove Mt. King lookout, one Amiskwi Valley cabin and the Talon Creek and Upper Ice River cabins. These are all built facilities within Wildland areas. Because of operational and public safety concerns one cabin will have to remain in the Amiskwi Valley.

   Guideline 9.

2. Leanchoil Day-use Area.
   Implement Management Plan trail proposals for the Leanchoil area.

   Guidelines 1,2,3,5.

3. Assess Point Lace trail.
   Assess the need and implications for proposed Point Lace loop trail.

   Guidelines 1,4.

4. Hamilton Lake/Emerald Lake loop.
   Develop the proposed Hamilton/Emerald basin loop to alpine route standards. This route will provide a challenging experience for users in the area while also providing a loop option.

   Guidelines 1,4,5.

5. Walk-in-the-Past loop.
   Develop the Walk-in-the-Past loop to increase the number of loop opportunities near Kicking Horse campground.

   Guidelines 1,2,3,10.

6. Waterfall Valley Trail.
   Develop and maintain the Waterfall Valley trail. Excessive random walking in this valley is resulting in resource damage which requires hardening a defined route.

   Guidelines 4,10.

7. Skyline to Celeste Lake trail.
   Monitor demand for the redevelopment of the Skyline to Celeste Lake trail. In 1987 this section of trail was closed due to resource impact of the alpine meadow and an alternative route (the Iceline Trail) was developed. Since then we have received some complaints that the Iceline adds difficulty and distance to the hike.

   Guidelines 2,3,4.

8. Sherbrooke Lake to Tak Falls.
   The park will not develop the Sherbrooke/Takakkaw Falls loop due to construction and public safety reasons.

9. Meetings with Regional Agencies.
   Establish annual meetings with regional agencies such as B.C. Forestry and Golden Chamber of Commerce to deal with backcountry management. Issues include access to Yoho boundary via logging roads, dissemination of information on recreational opportunities, and linking of trail opportunities eg. Ice River/Beaverfoot road trail bike loop.

   Guidelines 1,3,5,6.

10. Burgess Pass trailhead.
    Relocate Burgess Pass trailhead to the salt shed access area. Public safety concerns along the highway have moved park management to reduce the number of intersections along the highway. Relocation at this site was chosen over the options of a pedestrian underpass at the Information Centre and relocation to the One-mile picnic area.

11. Ross Lake and Ottertail toilets.
    Install toilets and garbage facility at Ross Lake and Ottertail trailheads.

    Guidelines 1,2,4.

12. Lake O'Hara Trails Concept.
    Assess whether the Lake O'Hara Trails Concept development guidelines should be applied to trails in other areas of the park.

    Guidelines 2,4.

13. Sandwich boards.
    Prepare sandwich boards that will notify hikers of the presence of park or contractor operations in the area as well as the reason for the work. Such a communications approach will ensure visitors have realistic expectations as well as an education of management messages.

    Guideline 5.

14. File of trail distances.
    Maintain a file of trail distances that will serve as the source for quoting trail distances in all information media. This will help to resolve the issue of conflicting distances quoted in a variety of existing sources.

    Guideline 1.

15. Trail Maintenance.
    Maintain trails at the stated in levels of service. This will require some to be upgraded while others to be downgraded (eg. in wildland areas). The MYOP should reflect service priorities.

    Guideline 4.

3.6.2 Backcountry Camping

OBJECTIVE:

To provide the Active Group, Heritage Appreciators, and Challenge Seekers with backcountry camping opportunities in a natural, quiet, and private setting with a basic provision of services.

DISCUSSION:

Much of the Park Management Plan direction under "3.5.1 Hiking" is applicable to backcountry camping. Additional direction specific to backcountry camping includes::

- there will be no campgrounds in wildland areas;
- random camping will continue to be permitted unless environmental impact justifies campground development;
- the existing offer is to be upgraded in a manner consistent with the type of opportunity to be provided. Priorities include: waste disposal at Whaleback, separate hikers and horses at Ottertail, Float Creek relocation and improvement;
- O'Hara will be maintained at present capacity, some upgrading may be required;
- bear-proof storage will be provided at all campgrounds
- backcountry group camping will not be permitted.

The majority of backcountry camping occurs in the Yoho and Lake O'Hara areas. Most sites provide a low quality experience with closely spaced sites and severe soil compaction. Bear poles, grey water areas, as well as outhouses are often poorly located from visitor experience, public safety, and environmental points of view.

LEVELS OF SERVICE:

- media on backcountry ethics, regulations, restrictions will be available to all backcountry campers. [P]
- grey water disposal, bear-proof storage, and separate eating area appropriate distance from camping area. (Located in morning sun). [PP]
- garbage will be pack-in/pack-out. [P]
- well-drained sites (natural where possible - defined when necessary). [PP]
- separation from hiking trails and other campers. [NP]
- pit privy. [PP]
- water source. [P]
- firewood and one or two central firepits at McArthur only (to provide a consistent O'Hara to Kootenay link opportunity).[PP]

ACTION ITEMS:

1. Redevelop backcountry campgrounds.
Upon completion of the Levels of Acceptable Change study (see Visitor Use and Promotion 3.8) redevelop backcountry campgrounds to provide a better visitor experience. An outhouse at Whaleback will be installed in the interim.

   Guidelines 2,4.

2. Maintain Float Creek campground.
Maintain Float Creek campground as is. Opportunities for relocation to a more suitable area are minimal and would unlikely encourage more use.

   Guideline 4.

3. Remove fireboxes at McArthur.
Relocate McArthur Creek if a more suitable location can be found. Whether or not it is moved, remove fireboxes at McArthur and replace with one or two central firepits. Considering visitor experience and operational requirements a central firepit (to be consistent with Kootenay) is preferred over the individual fireplaces provided at O'Hara.

   Guidelines 1,2.

3.6.3 Backcountry Horseback Riding

OBJECTIVE:

To provide the Active Group with a few opportunities for horseback riding in environmentally suitable backcountry areas of the park.

DISCUSSION:

The Park Management Plan provides the following direction:

- manage recreation activities in a way that minimizes environmental impairment and user conflicts;
- improve awareness and information about recreational opportunities;
- a concession may be permitted if an operation can be identified that is environmentally suitable, has no use conflicts, offers a quality experience, and incurs no added costs to the park. No other commercial operations are allowed in the park.
- there will be no use in alpine or fragile areas, no horses on O'Hara road, and private horse use will still be permitted in the Ottertail, Ice River and Kicking Horse and Amiskwi valleys to an extent determined by the horse use study. Use in Yoho valley will also be assessed.

Private horse use within Yoho is minimal. Horse use is not considered a high priority in Yoho because of conflicts with higher priority users and the lack of environmentally suitable terrain. Information will be provided to potential horse parties on other horse packing areas and opportunities in the area.

For horse use that does occur within Yoho, the following strategies will be employed:

- horse parties must haul their own feed for livestock; horses must be corralled at night. Horse parties may camp only at designated sites where corrals already exist - McArthur Campground (use warden corral) and Otto Creek.
- no recreational horse use in the Yoho and Cataract watersheds.
- no recreational horse use in upper subalpine and alpine areas of the park, except for areas where commercial horse use is allowed, and except for travel through Amiskwi and Goodsir Passes.
- backcountry camping permit will be required.

LEVELS OF SERVICE:

- information on available opportunities. [P]
- backcountry camping permits will be available during opening hours of the Information Centre. [P]

ACTION ITEMS:

1. Park Standing Order on horse use.
   Update the park standing order on horse use, based on review of Horse Use study and service plan guidelines.

   Guideline 5.

3.6.4 Trail Bicycling (Off Pavement)

OBJECTIVE:

To provide the Active Group with trail bicycling opportunities in a natural setting where there is minimal potential for environmental damage and minimal conflict with other users.

DISCUSSION:

The Park Management Plan provides the following direction:

- increase opportunities in response to demand;
- manage to minimize impact on resources and conflict between user groups;
- improve visitor information and awareness regarding recreational opportunities;
- monitor and evaluate patterns of use;
- trail bicycling will be permitted on the following trails:

  Ottertail to McArthur Creek, Tallyho to Emerald Lake road and to Lake if trail is constructed, Kicking Horse/Van Horne, Ice River to Lower Ice River cabin, Amiskwi to Kiwetinok trailhead, Otterhead to Tocher Ridge junction.

  Trail designations may change based on environmental and user conflict information.
- fireroads will be closed to vehicular traffic and maintained to level for hikers, horses and cyclists.
- the Kicking Horse fireroad will be extended to Chancellor Peak.
- Regional Directive # indicates that no additional funds will be provided for upgrading trails for bicycles.

The popularity of trail bicycling is increasing. The issues of greatest concern are conflict with other users, trail damage on inappropriately hardened trails, and shrinking of the wilderness opportunities because of quicker access.

Two types of bicycling opportunities will be offered. One will involve actively maintaining trails to meet the needs of cyclists. The other will consist of allowing cycling where the current conditions are of adequate standard but where the tread is only actively maintained to a hiking standard. Once the level standard reverts below that safe for bicycling the activity will no longer be allowed.

LEVELS OF SERVICE:

- bicycling will be permitted in the following locations and the trail will be maintained to a level to meet the needs of bicyclists:

  Tally-Ho to Emerald Lake road but not to Emerald Lake; Otterhead Trail to Tocher Ridge trail junction; Ottertail to McArthur Creek; Kicking Horse/Van Horne to Chancellor Peak; Ice river to Lower cabin (loop opportunity with province). [PP]

- bicycling will be permitted at Amiskwi fireroad to proposed Kiwetinok trailhead. However, the trail will be maintained to hiking standards only. Bicycle use will not be permitted once trail has fallen below bicycle standard. [P]

- information and orientation on opportunities will be available. [P]

ACTION ITEMS:

1. Guidelines for bicycle trails.
   Review WRD guidelines for design and maintenance of bicycle trails to ensure they meet user needs.

   Guidelines 2,5.

2. Ice River Loop
   Develop the Ice River loop opportunity in conjunction with the province.

   Guidelines 1,4.

3. Kicking Horse Fireroad.
   Develop the Kicking Horse Fireroad (Amiskwi fire circle to Chancellor Peak campground) for trail bike use.

   Guidelines 1,4.

4. Modify trail bicycling info.
   Modify the trail bicycling information/orientation package to reflect changes in the offer.

   Guidelines 1,3,4,5.

5. Third party trail maintenance.
   Investigate possibility of third party involvement in bicycle trail maintenance.

   Guideline 4.

6. Annually assess bicycle trails.
   Annually assess those bicycle trails which are not to be actively maintained to determine if they are still adequate for bicycle activity and remove them from the trail opportunity information if they are not.

   Guidelines 4.

3.6.5 Highway Bicycling

OBJECTIVE:

To provide the Active Group with a safe opportunity to bicycle along the highway and parkways with a separate lane swept free of debris.

DISCUSSION:

The Park Management Plan provides the following direction:

- increase opportunities in response to demand;
- manage to minimize conflict between user groups;
- improve information and awareness regarding recreational opportunities;
- monitor and evaluate patterns of use;
- action will be taken to increase the separation of highway traffic and cyclists. Improvements will include informing motorists about cyclists using the Trans Canada Highway and the widening of shoulders. The needs of cyclists will be considered during campground upgrading.

Cycling use is increasing and this trend is expected to continue. Public safety along the Trans Canada Highway is of major concern. The current offer for cyclists is substandard; there is no defined lane and the existing shoulder is not cleared of rocks. At campgrounds there is no bear proof storage and cyclists have no guarantee of being able to get a site.

LEVELS OF SERVICE:

- separate bicycle lane/shoulder on TCH and Emerald Lake road. **[NP]**
- Highway 1A swept free of rocks by Victoria Day weekend. **[NP]**
- communications for motorists addressing the issues of driving on the shoulder and the presence of bicyclists. **[NP]**
- see Frontcountry Camping
    - bear-proof food and garbage storage; well-drained soft sites; firepits; cooking shelter; picnic tables. **[NP]**

ACTION ITEMS:

1. Motorists' communications strategy.
   Develop a communications strategy for motorists to increase their awareness of cyclists and the illegality of driving on the shoulder.

   Guidelines 1,5,10.

2. Bicyclists' needs in highway plans.
   Incorporate bicyclists needs in roadway redevelopment plans.

   Guideline 5.

3. Cyclists' campsite.
   Develop a separate cyclists-only campsite near Kicking Horse Overflow.

   Guidelines 1,2,4,5.

4. Bear-proof storage.
   Install bear-proof storage at all frontcountry campgrounds for primary use by cyclists.

   Guidelines 2.

3.6.6 River Canoeing and Rafting

OBJECTIVE:

To provide the Active and Package Groups with an opportunity to travel the Kicking Horse River.

DISCUSSION:

The Park Management Plan provides the following direction:

- use of the Kicking Horse River will be monitored and facilities developed based on demand (posting access/egress points, pull-out at Chancellor, river guide), NO campsites or random camping;
- increase the profile of the Kicking Horse as a Canadian Heritage river.

LEVELS OF SERVICE:

- hazard warning signs at Emerald bridge, Chancellor bridge and Leanchoil area when developed. **[NP]**
- river guide with basic route information/orientation and Heritage River interpretation. **[NP]**
- portage around Wapta Falls. **[PP]**

ACTION ITEMS:

1. River Guide.
   Develop a Kicking Horse river guide (see Interpretation and Extension 3.5.5).

   Guidelines 1,2,3.

2. Warning Signs.
   Install hazard warning sign at Leanchoil as part of area development.

3. Visitor Feedback.
   Develop a visitor feedback strategy. (see Feedback, Socio-economic Information, and Monitoring 3.11). This could be incorporated into the River Guide.

4. Wapta Falls portage.
   Sign and maintain Wapta Falls portage.

   Guidelines 1,2,3.

3.6.7 Winter Camping

OBJECTIVE:

To provide the Active and Leisure Groups and Challenge Seekers with primitive winter camping opportunities with a basic provision of service that reflects demand.

DISCUSSION:

The Park Management Plan does not provide any direction specific to winter camping. General direction such as encouraging year-round recreational use of the park apply.
Backcountry registration permits are currently required for this activity but people often do not register. The primary locations for this activity are the Little Yoho Valley and Lake O'Hara. RV users are provided a winter camping opportunity at the parking area at the beginning of the Yoho Valley road.

LEVELS OF SERVICE:

Frontcountry (Yoho Valley road):
- parking [P]
- washrooms [P]

Backcountry:
- Lake O'Hara and Takakkaw Falls: shelter with woodstove and tables (shelter enclosed at Takakkaw, not at Lake O'Hara); shovel and broom; firewood supply; pit privies; random site selection. [PP]
- mandatory permit system for camping; voluntary safety registration. [P]
- winter backcountry guide. [P]
- trail and avalanche hazard reports. [P]
- random camping will be allowed one kilometre beyond the end of any machine groomed trail (except in the Lake O'Hara area, where campers are required to use the existing campground), and three kilometres from any other trailhead. [P]

ACTION ITEMS:

1. Registration information.
   Incorporate information on compulsory camping registration and volunteer safety registration into trailhead and other media (see Communications for details).

   Guideline 1.

2. Random camping info.
   Incorporate information on random camping areas into the backcountry guide.

   Guideline 1.

3.6.8 Nordic Skiing

OBJECTIVE:

To provide the Active Group with a variety of trackset opportunities.

DISCUSSION:

The Park Management Plan provides the following direction:

- to encourage year-round recreational use of the park;
- existing cross-country skiing opportunities will continue; demand for more will be assessed; information on cross-country skiing will be improved;
- continued grooming is acceptable; third parties will be permitted to groom with prior permission from the superintendent; trail grooming will be limited to allow a range of opportunities;
- Takakkaw Falls road will continue to be closed in winter to allow for cross-country skiing.

Tracksetting has consistently occurred in the past along the Lake O'Hara fireroad and to a certain extent around Emerald Lake. Other locations that have been trackset include the Tally-ho, Kicking Horse, and Amiskwi fireroads. There has not been a firm commitment from the park or third parties to provide this service and as such a dependable, quality experience is not guaranteed. Also, major visitor conflict results when the track gets ruined by dogs, snowshoers, or people walking.

The park will encourage third parties to perform track setting particularly in the highest use areas where there is potential for commercial spinoffs through accommodation and equipment rental. If third party involvement is not possible the park will ensure that the highest priority areas (Lake O'Hara road and Emerald Lake circuit) will be trackset through the employment of park resources. Any ski track grooming will adhere tp Management Directive #2.6.5.

Frontcountry short loops may be developed by machine grooming from accessible nodes such as Ottertail Flats area and Kicking Horse Campground. If this proves practical, maintenance of these short loops will replace low priority trails stated in Levels of Service.

Warming huts will be limited to the rental shop at Emerald Lake and the Lake O'Hara trail shelter.

LEVELS OF SERVICE and SERVICE PRIORITIES:

- The following trails, listed by priority, will be machine track set to ensure a good quality skiing surface (ie. after accumulation of 6 inches):
    - Emerald Lake Horse Circuit. **[P]**
    - Lake O'Hara road to Lake O'Hara Lodge. **[P]**
    - beginning of Takakkaw Falls road to Takakkaw Falls Campground shelter. **[NP]**
    - Hoodoo Creek & Chancellor Peak campground loops. **[NP]**
    - Tally Ho road. **[NP]**
    - Wapta Falls road. (2.2 km). **[NP]**
    - Highway 1A. **[P]**
    - Van Horne road. (6 km). **[PP]**
- The following trails, listed by priority, will be ski track set to clearly define routes:
    - Ross Lake Circuit **[P]**
    - Wapta Falls trail **[NP]**
    - Emerald River trail **[PP]**
    - Sherbrooke Lake trail **[NP]**
- The above ski trails will be maintained clear of deadfalls. **[PP]**
- Groomed ski trails will have signage to indicate grade of difficulty, distance, orientation at major decision points. **[NP]**
- Rental service and sales of skiing supplies will be permitted at Emerald Lake in conjunction with a warming hut. **[P]**
- Information Centre will double as cross-country ski hub in winter (literature, info, wood stove, warm washrooms). **[PP]**
- timely clearing of roads and parking areas at trailhead (immediately after snowfall at major trailheads -- Takakkaw Falls, Emerald Lake, Lake O'Hara, Hoodoo Creek -- and within 24 hours after snowfall at other trailheads). **[PP]**

ACTION ITEMS:

1. Trail grooming program.
   Implement a consistent trail grooming program that reflects the above-stated levels of service. Such a program lends itself well to involving third parties such as the Emerald Lake lodge and/or Emerald Sports and Lake O'Hara Lodge. A well-developed and properly resourced program will improve the current situation by allowing us to build proper expectations in visitors prior to their visit.

   Guidelines 1,2,4,8.

2. Emerald Lake rental concession.
   Upon renewal of the concession formalize the rental component of the Emerald Sports service offer to ensure that it continues as a level of service.

   Guidelines 1,2,6,11.

3. Parking lot snow clearing.
   Clear roads and parking areas of snow as stated in Levels of Service.

   Guidelines2,4.

3.6.9 Ski Touring

OBJECTIVE:

To provide the Active Group with a variety of non-trackset opportunities to enhance the natural experience.

DISCUSSION:

For Park Management Plan direction see Nordic Skiing 3.5.8 particularly "trail grooming will be limited to allow a range of opportunities". Incremental expansion of machine track setting into areas traditionally used for ski touring not only reduces the ski touring experience but also limits the wilderness experience. We must ensure that we provide ample opportunities for ski touring.

Although it is not considered a basic level of service the park will encourage the establishment of equipment rentals within the park.

LEVELS OF SERVICE:

- maps and guidebooks describing the opportunities available will be available and accessible to skiers. [PP]
- up-to-date snow conditions and hazard info. [P]

ACTION ITEMS:

1. Info on opportunities.
   As part of the existing winter opportunities guide ensure that people are aware of non-track set opportunities.

3.6.10 Dogsledding

OBJECTIVE:

To provide opportunities for the Active and Leisure Groups to experience dogsledding through both private and commercial ventures and to do so with minimal conflict with other users.

DISCUSSION:

The Park Management Plan provides the following direction:

- dogsledding is an appropriate activity, but will be controlled to prevent conflict with the environment and other users. It will be regulated by permits and will not be permitted on well-travelled cross-country ski routes.

Dogsledding is currently at low levels within Yoho National Park and as such does not warrant the administering of a permit system. Use will be monitored and should user conflicts or resource concerns arise a permit system will be implemented.

Dog teams will not be permitted on established ski tracks. Dog sledding trails will be laid down by non-motorized means (i.e. snowshoes) in areas where motorized ski track-setting is not allowed. Motorized track-setting specifically in support of dog-sledding will not be permitted, but may occur in conjunction with ski track setting in order to reduce user conflict.

LEVELS OF SERVICE:

- dog-sledding will be permitted in the Emerald Lake area, on the Takakkaw Falls road as far as the campground, and on all fireroads including the Lake O'Hara road. **[P]**
- one commercial dog-team concession may operate in the above areas. **[P]**

ACTION ITEMS:

1. Post dogsledding restrictions.
   Formally establish dogsledding as a restricted activity (as per the General regulations) limited to the areas noted above.

   Guidelines 1,5.

2. Permit/data collection.
   Establish and implement a permit/data collection system when necessary.

3.6.11 Snowshoeing

OBJECTIVE:

To provide the Active Group with opportunities to snowshoe in a natural setting.

DISCUSSION:

Very few people snowshoe in Yoho. To date no management concerns are evident, however, potential exists for conflict with Nordic skiers if snowshoeing occurs on set tracks.

LEVELS OF SERVICE:

- information/orientation/safety information. [PP]

ACTION ITEMS:

1. Snowshoe rental.
   Encourage Emerald Sports to continue to rent snowshoes.

   Guidelines 8,11.

2. Communications Strategy.
   Develop a communications strategy that includes awareness of rental opportunities and information to not walk on set ski tracks.

   Guidelines 1,2,5,10.

3.6.12 Pleasure Driving/Sightseeing (see also 3.5.13 Viewpoints)

OBJECTIVE:

To provide the Leisure Group with opportunities for safe and scenic viewing along the Trans-Canada Highway and major roadways and to provide basic identification of outstanding features.

DISCUSSION:

The Park Management Plan provides the following direction:

- Highway 1A will be redeveloped as a scenic parkway; increase opportunities in conjunction with Banff;
- opportunities for pleasure driving will be enhanced by upgrading the system of roadside facilities and communication services, improving traffic flows, rigorously protecting the natural landscape along park roads;
- maximize public safety and quality of driving experience, minimize wildlife mortality and terrain modification;
- improve aesthetic quality of all park roads;
- Emerald Lake road will be open in winter as necessary for lodge;

- Takakkaw Falls road will be closed in winter;

Public safety is a major concern along the roadways within Yoho. Little separation between through traffic and sightseers and between motorists and cyclists results in a potentially dangerous conflict. The poor condition of Highway 1A and the poor control over vehicle access up the Yoho Valley road during the closed season are also of concern.

LEVELS OF SERVICE:

- all roadways will have feature identification signs (with elevation) which can be read without stopping. **[PP]**
- bicycle lanes swept of gravel by May long weekend (where the bicycle lanes exist). **[NP]**

In addition:

Trans-Canada Highway
- two lanes, paved with paved bicycle lane and gravel shoulders. **[PP]**
- open year-round. **[P]**

Emerald Lake
- two lanes, paved with paved bicycle lane and gravel shoulders. **[PP]**
- open year-round. **[P]**

Yoho Valley road
- two lanes, with gravel shoulder. **[P]**
- open mid-June to first snowfall (weather and avalanche conditions assessment will be done by the warden service prior to opening). **[P]**

Highway 1A
- two lanes, paved with paved bicycle lane and gravel shoulders. **[PP]**
- open mid-June to first snowfall. **[P]**

ACTION ITEMS:

1. Bicycle lane.
   Develop bicycle lane within existing road alignment on the Emerald Lake road and Highway 1A.

   Guidelines 4,5.

2. Feature identification signs.
   Investigate appropriate locations for feature identification signs and implement. Sign design should be consistent with those already in place.

   Guidelines 1,2,3,4.

3. Yoho Valley road gate.
   Install a proper gate just past Cathedral Mtn. Chalets to prevent vehicle access prior to road opening.

   Guideline 4.

3.6.13 Viewpoints

OBJECTIVE:

To provide the Leisure Group with a variety of opportunities to view representative landscapes and features within the park and to have the opportunity to appreciate these through interpretation and the provision of basic services.

DISCUSSION:

The Park Management Plan provides the following direction:

- fill service gaps along the highway;
- increase opportunities with interpretive potential;
- provide day-use facilities which meet the needs of bus tours;
- relocate day-use areas where environmental, public safety, visitor use issues are a concern;
- viewing opportunities will be developed along the Emerald Lake and Takakkaw Falls roads and Highway 1A.

Viewpoints will be managed primarily as areas with interpretive or scenic potential that involve a relatively brief stop and therefore require few support facilities. Visitor demand at the more popular viewpoints such as the Lower Spiral Tunnel and the Natural Bridge, however, has resulted in the need for certain support facilities (particularly toilets). Although picnic tables are not considered a basic level of service they may remain at locations where they have been traditionally (eg. Natural Bridge, Ottertail). Should reduction in the number of tables become a concern they will be removed from viewpoints first.

Because of the different types of experience at various viewpoints and the different levels of use, standard levels of service to be applied to all viewpoints are not appropriate. Consequently viewpoints are divided into three classes based on levels of use and degree of associated opportunities.

LEVELS OF SERVICE:

Class C Viewpoints (Trucker's Retreat, Mt. Stephen, Yoho Valley switchbacks, Emerald Lake (proposed view of the President)). **[PP]**

- only on roadways other than the TCH (those that currently exist on the TCH will be maintained until TCH upgrading).
- safe pull-off for at least two RVs.
- feature ID sign where appropriate (see table #1 in Intepretation, section 3.5.5).

Class B Viewpoints (Misko, Old Bridge, Upper Spiral Tunnels, Meeting of the Waters, Ottertail). **[PP]**

- as for class C plus:
  - interpretation of principle feature (see table #1 in Intepretation, section 3.5.5).
  - bear-proof garbage cans.
  - no picnic tables.
  - no washrooms.
  - parking for buses and cars.

Class A Viewpoints (Lower Spiral Tunnel, new site in west end, Natural Bridge, Emerald Lake). **[PP]**

- as for Class B: plus:
  - pit privies.
  - water for washing hands.
  - orientation to adjacent area (where there is potable water).
  - disabled access to all facilities.
  - interpretation of principle feature(s)(see table #1 in Intepretation, section 3.5.5).

SERVICE PRIORITIES:

High	Medium	Low
President (C)	Ottertail (B)	Old Bridge (B)
Upper Spiral Tunnel (B)	Misko (B)	Trucker's Retreat(C)
Lower Spiral Tunnel (A)	Mt. Stephen (C)	Wapta TCH (C)
Emerald Lake (C)	Meeting of the Waters (B)	

ACTION ITEMS:

1. New site in west end.

   Investigate and develop a new site in the west end for east bound traffic.

   Guidelines 1,2,3,4.

2. Pit privies and water at Natural Bridge and Spiral Tunnels.
   Add pit privies and water to Spiral Tunnels and water to Natural Bridge viewpoints.

   Guidelines 1,2,4.

3. Reconcile existing levels of service.
   Reconcile existing levels of service with future levels of service.

   Guidelines 1,2,4.

4. Close Wapta TCH pull-off.
   Close the Wapta TCH pull-off when the new truck stop is developed. The pull-off will no longer be necessary and closing it will reduce the number of locations where people pull off and onto the highway thus reducing the potential for accidents.

   Guidelines 4,5.

5. Yoho Valley road pull-offs.
   With road side signs formally and clearly identify the pull-offs at the Yoho Valley road switchbacks and at Takakkaw Falls across from the Youth Hostel.

   Guidelines 1,2,3.

6. Emerald Lake road pull-offs.
   Develop two class C pull-offs along the Emerald Lake road - one with a view of the President for northbound visitors and one with a view of the Goodsirs for southbound visitors.

   Guidelines 1,3.

7. Other Class C opportunities.
   Investigate other opportunities along the Yoho Valley and at the animal lick for class C development.

   Guidelines 1,3.

8. Picnic Area / Viewpoint Media
   Develop an integrated program of non-personal interpretive media at all picnic areas and viewpoints. These should include basic Yoho awareness and interpretive messages (see Interpretation and Extension 3.5.5 and Appendix 1 for specific messages).

   Guidelines 1,2,3,4.

3.6.14 Picnicking

OBJECTIVE:

To provide the Leisure Group with a variety of opportunities to picnic in scenic areas within Yoho National Park.

DISCUSSION:

The Park Management Plan provides the following direction:

- small-scale picnicking and viewing facilities will be provided along the Emerald Lake and Yoho Valley roads and the Highway 1A;
- a major picnic area will be develop as part of the Leanchoil area redevelopment;
- increase opportunity in areas with interpretive potential;
- improve the distribution of opportunities along the highway;
- alter egress/access to facilities to increase public safety;
- Highway 1A will be upgraded to provide picnicking and interpretive opportunities.

Picnicking is a popular activity within Yoho. The primary issue is the lack of opportunities for eastbound traffic because of the no-left-turn policy. Other concerns include the lack of disabled opportunities, the poor distinction between picnic sites and viewpoints and the opportunity to increase awareness and interpretive media. Accurate statistics on the use of facilities are not available.

The Natural Bridge will be managed as a scenic stop instead of a picnic area. It is a high use area for bus tours and there is considerable traffic congestion in the parking lot. As such it is better suited as a viewing area rather than a picnic area.

LEVELS OF SERVICE:

All picnic areas will have the following:

- washrooms, bear proof garbage storage, tables, basic information/orientation/interpretation, potable water, strolling opportunity, firepits or central firecircle, dry firewood, parking. [PP]

(One Mile and Avalanche will not have potable water or firepits and firewood)

The following picnic sites will also have shelters: [PP]

- Kicking Horse Overflow
- Takakkaw Falls
- Leanchoil
- Great Divide
- Amiskwi
- Finn Creek
- Wapta Lake

The following will also have play areas: [PP]

- Leanchoil
- Faeder Lake
- Visitor Centre

The following will also have an unsupervised beach: [P]

- Faeder Lake
- Visitor Centre

SERVICE PRIORITIES:

High	Medium	Low
Emerald Lake	Visitor Centre	Faeder Lake
Kicking Horse Overflow	Great Divide	Wapta Lake
Takakkaw Falls	Amiskwi Fire Circle	One-mile
Leanchoil	Finn Creek	Avalanche
		Sink Lake
		Wapta Falls

ACTION ITEMS:

1. Redevelop Kicking Horse overflow.
   Redevelop the Kicking Horse Overflow picnic area incorporating stated levels of service. For details see Frontcountry Camping 3.5.15.

   Guidelines 1,2,3,4.

2. Picnic Area / Viewpoint media.
   Develop orientation/interpretation media. As part of this develop a coordinated approach towards interpreting the Takakkaw Falls area. (see Interpretation and Extension 3.5.5)

   Guidelines 1,2,3,4.

3. Redevelop Takakkaw Falls location.
Redevelop Takakkaw Falls picnic area as part of the site development to help reduce congestion and traffic flow and improve interpretive opportunities.

Guidelines 1,2,3,4,5.

4. Picnic shelters.
Build picnic shelters at Takakkaw Falls, Leanchoil, and Amiskwi.

Guidelines 1,2.

5. Develop Leanchoil.
Develop Leanchoil area incorporating defined levels of service. Area development should provide clear trail links to other opportunities (marsh, Wapta Falls, Ice River road, Deer Lodge cabin, Hoodoos, trail biking, Chancellor Peak, Mt. Hunter, Hoodoo Creek campground).

Guidelines 1,2,3,4,5,10.

6. Great Divide congestion.
Investigate options to overcome congestion problem at Great Divide; eg. relocate the picnic opportunity (to Ross Lake) or realign the highway (refer to the Highway 1A redevelopment plan).

Guidelines 2,4,5.

7. Amiskwi directional signs.
Install a directional sign and improve the T-intersection on Emerald Lake road for Amiskwi Firecircle.

Guideline 1.

8. Potential relocation of Amiskwi.
Investigate the potential of relocating the Amiskwi picnic site to the west side of Amiskwi River. If this is not possible, redevelop existing site to achieve levels of service.

Guidelines 1,2.

9. Finn Creek strolling.
Develop strolling opportunity at Finn Creek.

Guidelines 1,4.

10. Avalanche picnic site.
Maintain Avalanche picnic site until development of Leanchoil. Upon development of Leanchoil this site will be removed.

Guideline 4.

11. Close Sink Lake.
Close Sink Lake and investigate relocation to Highway 1A.

Guideline 4.

3.6.15 Frontcountry Camping

OBJECTIVE:

To provide all VAGs (primarily Leisure Group, Active Group, and Heritage Appreciator) with a range of opportunities to camp in areas within easy access of a variety of associated activities.

DISCUSSION:

The Park Management Plan provides the following direction:

- range of roadside accommodation opportunities will be provided;
- improve the quality of information at accommodation facilities on recreational opportunities;
- Kicking Horse campground will not expand, a new one may be developed in the east end if demand warrants;
- Hoodoo Creek and Chancellor Peak will be upgraded; new linkages will be provided; Chancellor may expand;
- the overflow will be upgraded with a portion converted to a picnic area;
- all road accessible campgrounds will be designed to accommodate both recreational vehicles and tents.

Areas of concern as indicated by the 1987 Camper Satisfaction Survey include lack of showers, price of campground and quality of firepits and firewood. Other shortfalls include under use of Hoodoo Creek, complaints about unlevel sites at Hoodoo Creek, and a lack of information on the availability of sites.

The Kicking Horse Overflow is currently opened largely based on the capacity of Kicking Horse campground. This does not quite follow regional policy since overflow campgrounds are to be opened only when all park campgrounds are full. Yoho uses its strategy because it is considered a poor customer service to send people the 28 kms to Hoodoos when Kicking Horse is full.

This overflow will be managed to accommodate the camping needs of approximately 50 late arrivals in the east end of the park when Kicking Horse is open, primitive camping during the shoulder season and winter tent camping. In addition, a cyclists' campground will be incorporated into the overflow area with sites hidden from view on the Yoho Valley road; this is to discourage other tenters to enter the overflow when cyclists are using it. Opening time will be flexible to manage the number of people using this area. It will be managed to provide aesthetic experience for both the occupants and highway traffic.

East info parking lot will be used for winter RV camping and the new Group Campground will be centrally located with linkages to other activities.

LEVELS OF SERVICE:

All campgrounds will have the following:

- picnic tables at all sites. **[P]**
- firepits at all sites. **[P]**
- dry firewood and kindling. **[NP]**
- a variety of site design and characteristics (eg. wooded vs. open. **[P]**
- 24 hour information/orientation. (except Kicking Horse Overflow) **[PP]**
- occupied status sign at each site (except at Takakkaw Falls and Group campground). **[NP]**
- warden service patrol. **[P]**
- 24 hour access to emergency telephone. **[NP]**
- sites checked daily and cleaned (for Group campground only when occupied). **[P]**
- bear-proof garbage and food storage. **[PP]**
- self-registration (except Group campground). **[PP]**
- cook shelters. **[P]**
- potable water. **[P]**
- defined driving and parking areas. **[P]**

Additions to the above are as follows:

KICKING HORSE
- hot showers. **[P]**
- washrooms with hot and cold running water. **[P]**
- playground. **[P]**
- sewage dumping station. **[P]**
- 86 sites; operating season (May long weekend to Oct 1). **[P]**
- covered interpretive theatre. **[NP]**
- one theatre presentation nightly during July and August; one presentation on Friday & Saturday nights of the May long weekend, the last two weekends in June and each weekend in September. **[PP]**

- 10 sites disabled access plus strolling opportunity, theatre, showers, washrooms. **[NP]**
- personal registration from July 1st to Labour Day weekends. **[P]**

HOODOO CREEK
- hot showers. **[NP]**
- washrooms with hot and cold running water. **[P]**
- playground. **[P]**
- variety of sites with separation of RVs and tenters. **[PP]**
- sewage dumping station. **[P]**
- 106 sites; operating season last weekend in June to Labor day. **[P]**
- personal registration. **[PP]**
- interpretive staging area. **[NP]**
- one interpretation program nightly at one of the two west end campgrounds during July and August. **[PP]**
- 10 sites disabled access plus strolling opportunity, campfire circle, showers, washrooms. **[NP]**
- lights, mirrors, and electrical outlets in washrooms and/or showers. **[PP]**

CHANCELLOR PEAK
- pit privies. **[P]**
- access to Hoodoo sewage dumping station. **[PP]**
- 64 sites; operating season May 1 to October 15. **[P]**
- self-registration. **[P]**
- campfire circle. **[P]**
- one interpretation program nightly at one of the two west end campgrounds during July and August. **[PP]**
- 3 sites disabled access plus access to campfire circle and one pit privy. **[NP]**
- linkages to nearby trails (Mt. Hunter, Leanchoil, Van Horne road). **[NP]**

TAKAKKAW FALLS
- pit privies. **[P]**
- walk-in tent sites only. **[P]**
- four pushcarts. **[PP]**
- 35 sites; operating season to be date of road opening to road closure. **[P]**
- campfire circle. **[PP]**
- at least one personal interpretation opportunity per week during July and August. **[NP]**
- 4 sites disabled access including access to fire circle, pit privy, water, food and garbage storage. **[NP]**
- linkages to nearby trails (Yoho Valley). **[P]**

KICKING HORSE OVERFLOW
- open for shoulder season primitive camping. **[P]**
- maximum stay of one night; checkout time at 1100h .**[P]**
- 50 defined parking spaces. **[NP]**
- toilets. **[P]**
- one group fire circle. **[NP]**

GROUP CAMPGROUND [NP]
- separation of parking and tenting.
- playing field or open space to unwind.
- one multi-purpose shelter (cooking, interpretive programs, ceremonies, campfire.
- bear-proof storage for food, cooking equipment, and garbage.
- personal interpretation will be available for each group request.
- controlled access.
- reservation system.
- capacity of 75 (3 nodes of 25).
- access to all services for the disabled.

SERVICE PRIORITIES:

Because each campground provides a distinct experience it was felt that they should not be priorized against each other. If resource constraints force a reduction in the camping offer, then the closing of some sites in each campground should be pursued rather than the closing of any one campground.

ACTION ITEMS:

1. Update Campground Report.
   Update the Campground Report to reflect these action items.

   Guidelines 2,4.

2. Replace Playground Equipment.
   Replace playground equipment with theme related design at Kicking Horse and Hoodoo Creek.

   Guidelines 1,2,3.

3. Relocate sewage dumping station.
   Remove or relocate sewage dumping station away from sites (direct people to the Info Centre dumping station) at Kicking Horse.

   Guideline 2.

4. Campground media.
   Develop information/orientation and interpretation media in conjunction with improved trail linkages for each campground (see Interpretation and Extension 3.5.5 for details).

   Guidelines 1,2,3.

5. Disabled access.
   Develop disabled access for Kicking horse, Hoodoos, Chancellor and Takakkaw Falls (see Services for Disabled Persons 3.7).

   Guidelines 1,2,3.

6. Redevelop Kicking Horse theatre.
   Redevelop Kicking Horse theatre incorporating parking, covering, and disabled access. Covering should significantly increase use for two reasons. First, programs will be able to be shown earlier in the evening allowing more families to attend. Second, more people will be able to be accommodated during rainy evenings (currently programs are backstage on rainy nights and capacity is maximum of 100).(see Interpretation 3.5.5).

   Guidelines 1,2,3,4.

7. Campsite occupancy medium.
   Develop a campsite occupancy identification medium for all campground sites (except Takakkaw Falls).

   Guideline 2.

8. Separation of tents and RVs.
   Incorporate separation of tent and RV sites in future campground redesign. Tenters dislike the noise from generators.

   Guidelines 5,10.

9. Enlarge and level sites at Hoodoo Creek.
   Enlarge and level some sites at Hoodoo Creek to accommodate larger RVs (exact number to be determined). Comments from visitors indicate that some RV operators go to Chancellor Peak as a second choice because Hoodoo Creek does not have large enough sites. Levelling of sites is needed for propane refrigerator operation.

   Guideline 2.

10. Self-registration structure (Hoodoos).
    If personal information/orientation is not provided in the West end remove Hoodoo Creek kiosk and replace with self-registration infrastructure (see Arrival 3.5.4).

    Guidelines 2,3.

11. Hot showers at Hoodoo Creek.
    Develop hot showers at Hoodoo creek. The lack of showers is one of the most common complaints at this campground.

    Guideline 2.

12. Loop gates at Hoodoo Creek.
    Install gates at certain loops at Hoodoo Creek to allow closing of portions of the campground during low use periods. This will improve operational efficiency.

    Guideline 4.

13. Develop group campground.
    Remove group camping from Hoodoos and establish a new site near the Kicking Horse Overflow. The 1888 and 1989 seasons showed that group camping at Hoodoo Creek campground is not a workable option.

    Guidelines 1,2,5.

14. Radio phones.
    Purchase and install radio phones near the registration area at Hoodoo Creek and Chancellor Peak and near the Warden station at Takakkaw Falls.

    Guideline 2.

15. Replace Chancellor Peak privies.
    Replace all Chancellor Peak pit privies and include one with disabled access.

    Guidelines 2.

16. Chancellor Peak trail linkages.
    Develop trail linkage with Mt. Hunter trail, Leanchoil and the Kicking Horse fireroad at Chancellor Peak.

    Guidelines 1,2,4.

17. Expand Takakkaw Falls.
    Monitor use levels at Takakkaw Falls and expand if demand warrants.

    Guidelines 2,4.

18. Purchase pushcarts.
    Purchase two more pushcarts for Takakkaw Falls. New ones should have solid rubber tires since the pneumatic tires were flat for most of the 1989 season.

    Guideline 2.

19. Tent pads at Takakkaw Falls.
Soften the tent pads at Takakkaw Falls.

Guideline 2.

20. Redevelop the Kicking Horse Overflow.
Redevelop the Kicking Horse Overflow area to achieve the following:
    - define the driving and parking areas,
    - landscape and rehabilitate,
    - build a campfire circle,
    - develop a cyclists' campground adjacent to the proposed Picnic Area,
    - replace the Mountain goat interpretive sign and other media taking advantage of the area's interpretive potential while maintaining the Burgess Shale exhibit as the highlight (see Interpretation and Extension 3.5.5)

Guidelines 1,2,3,4,5.

21. Group camping reservation policy.
Improve and formalize the reservation policy for group camping.

Guideline 2.

3.6.16 Walking (Strolling)

OBJECTIVE:

To provide the Leisure Group a variety of opportunities for short walks especially near major services such as campgrounds and picnic areas.

DISCUSSION:

The Park Management Plan provides the following direction:

- increase opportunities in areas with interpretive potential and where visitors congregate;
- encourage more effective use of day-use opportunities;
- improve linkages between overnight, day-use, and interpretive opportunities;
- expand and upgrade the system of day-use trails;
- new strolling opportunities will be developed in association with overnight opportunities with an emphasis on loop trails. First consideration will be given to: Hoodoo Creek to Wapta Falls; loop trail around Leanchoil; extend Tally Ho to Emerald Lake; loop Yoho Trunk trail to Point Lace Falls returning along river; loop extension of Walk-in-the-Past;
- a viewing platform and interpretive media will be developed at Wapta Falls.

LEVELS OF SERVICE:

- basic orientation to trail and its experience at all trailheads and campground area orientation media [PP]
- every picnic area and campground will have at least one strolling opportunity (formal trails may not be necessary). [PP]

SERVICE PRIORITIES:

High	Medium	Low
Emerald Lake	Ross Lake	Hamilton Falls
Takakkaw Falls	Deer Lodge	
Leanchoil Marsh	Point Lace Falls/Angel Staircase	
	Avalanche	
	Centennial	
	Walk-in-the-Past	

ACTION ITEMS:

1. Trailhead orientation.
   Develop basic orientation sign for trailheads (see Arrival 3.5.4).

   Guidelines 1,2,3,4,5,10.

2. New strolling opportunities.
   Investigate and map the potential new strolling opportunities. Priority will be on areas adjacent to campgrounds and picnic areas.

   Guidelines 1,2,4.

3.6.17 Lake Canoeing

OBJECTIVE:

To provide the Leisure Group with opportunities to canoe in a natural scenic, mountain environment. Prime areas include Emerald Lake, Lake O'Hara and to a lesser degree Wapta Lake.

DISCUSSION:

Lake canoeing occurs on Emerald Lake, Lake O'Hara, and Wapta Lake. By far most of the canoeing takes place on Emerald Lake largely due to the presence of a canoe rental concession. At Lake O'Hara canoes owned by the lodge are available for Lodge guests, however, the lodge will be encouraged to make these available to other area users as well. There is no specific Park Management Plan direction for Lake Canoeing.

LEVELS OF SERVICE:

EMERALD LAKE
- public launch site. **[NP]**
- concessionaire canoe rental. **[P]**
- info/orient to the opportunities. **[PP]**

LAKE O'HARA
- canoes available to all Lake O'Hara users. **[PP]**
- maximum of 10 canoes. **[P]**

SERVICE PRIORITIES:

High	Medium	Low
Emerald Lake	Lake O'Hara	Wapta Lake

ACTION ITEMS:

1. Public canoe launch.
   Construct a formal launch site at Emerald Lake for private canoe owners. This should avoid conflicts with the concessionaire.

   Guidelines 2,5.

2. Canoe rental at Lake O'Hara.
   Incorporate into the Lake O'Hara Lodge business licence the ability to rent canoes to non-lodge guests. While this service will be available it will not be actively encouraged since hiking (and the associated views of the lake) is a higher priority activity than canoeing.

   Guidelines 1,5,11.

3.6.18 Fishing

OBJECTIVE:

To provide the Leisure Group with opportunities for fishing within Yoho National Park.

DISCUSSION:

A Fisheries Management Plan is currently being developed and is due for completion in 1990. This plan will include recommendations for the management of this activity. There is no Park Management Plan direction for fishing.

Interpretation of angling ethics (conservation vs. resource extraction) and appropriate minimal impact behaviour will be coordinated with information/orientation on fishing.

LEVELS OF SERVICE:

- disabled access to at least one fishing opportunity. **[NP]**
- information on equipment rental opportunities. **[P]**
- sale of licences at all staffed locations. **[PP]**

ACTION ITEMS:

1. Disabled access fishing opportunity.
   Investigate and implement a disabled access fishing opportunity (see Services for the Disabled 3.7).

   Guidelines 1,2,5.

2. Fishing info in training sessions.
   Incorporate fishing regulations, locations (hot spots), and new Fisheries Management Plan direction into staff orientation sessions.

   Guidelines 1,2.

3.6.19 Horseback Riding (Day trips)

OBJECTIVE:

To provide (through a concessionaire agreement) the Leisure Group with an opportunity to experience horseback riding in the mountain environment.

DISCUSSION:

The Park Management Plan provides the following direction:

- a concession may be permitted if an operation can be identified that is environmentally suitable, has no use conflicts, offers a quality experience, and incurs no added costs to the park. No other commercial operations are allowed in the park.

An agreement between Yoho National Park and the horse concessionaire was finalized in 1989 as part of a renewed 10-year concession agreement. As part of this agreement the concessionaire must participate in trail maintenance in areas used by his horses.

LEVELS OF SERVICE:

- one concession at Emerald Lake.
- information on opportunities.

ACTION ITEMS:

1. Trail maintenance agreement.
   Implement trail maintenance recommendations in current agreement with concessionaire.

   Guideline 4.

3.6.20 Bus Touring

OBJECTIVE:

To provide bus tours with opportunities to experience and appreciate the key features of Yoho National Park in such a way as to minimize congestion and user conflicts.

DISCUSSION:

The Park Management Plan provides the following direction:

- upgrade existing day-use facilities which are substandard;
- provide day-use facilities which meet the needs of bus groups;
- use of day-use facilities during non-peak periods will be encouraged;
- use patterns of bus tour groups will be monitored to determine the need for additional day-use facilities or modifications to existing eg. information/interpretation, washrooms, picnicking, parking;
- encourage public transportation as a means of travel within the park.

The Great Divide, the Spiral Tunnels viewpoint, Takakkaw Falls, the Natural Bridge, and Emerald Lake all receive high use from bus tours. In most of these locations traffic congestion is a major concern. At the Great Divide there is insufficient parking space; at Emerald Lake and Takakkaw Falls designated bus parking is often taken up by private vehicles. The magnitude of these issues increase when we consider the current trend of continuing increase in the number of bus tours.

Any communication with bus tour organizers will encourage them to visit the park during the shoulder season as well as visit the Burgess Shale exhibit at the Kicking Horse Overflow.

Many individuals who use bus tours are, and will increasingly be, seniors with some disabilities. Services identified in section 3.7 Services for the Disabled should meet the needs of these people.

LEVELS OF SERVICE:

- bus parking physically separated from private vehicle parking at Emerald Lake, *Spiral Tunnels*, Natural Bridge, Takakkaw Falls, Great Divide. **[PP]**
- flush toilets and running water at Emerald Lake and Spiral Tunnels from May 1 to October 15 and Takakkaw Falls during the period that the road is open. **[PP]**
- pit toilet at Spiral Tunnels during winter season. **[NP]**
- parking and access to opportunities year-round (except Takakkaw Falls). **[P]**
- annually updated information package for tour operators. **[NP]**
- basic (one-page), quality handout/souvenir for individuals. **[NP]**
- access to saleable publications/souvenirs about Yoho. **[PP]**
- park contact. **[NP]**

ACTION ITEMS:

1. Upgrade Interpretive exhibits.
   Upgrade interpretation at the Natural Bridge and at Takakkaw Falls (see Interpretation and Extension 3.5.5).

   Guidelines 1,3,4.

2. Emerald Lake media.
   Develop interpretation at Emerald Lake targeted to the large bus tour market (see Interpretation and Extension 3.5.5).

   Guidelines 1,3,4.

3. Tour operator information package.
   Improve information/orientation for operators by developing a tour operator information package (see Interpretation and Extension, 3.5.5).

   Guidelines 1,2,3.

4. Establish park contact.
   Assign a park contact for bus tour operator who will be responsible for communicating our messages and strategies to them. Identifying one contact will help streamline communications.

   Guideline 2.

5. Address list of operators.
   Develop (or obtain) an address list of operators with whom we should be communicating. We currently have little knowledge of who these people are.

6. Passenger loading/unloading policy at Emerald Lake.
   Establish passenger loading/unloading at Emerald Lake parking lot. Buses will park at lodge registration parking lot while clients are visiting the area (except those that are stopping for only a few minutes).

   Guidelines 5,10.

7. Great Divide bus turnaround.
   Develop a bus turn-around at the Great Divide (refer to the Highway 1A redevelopment plan).

   Guideline 5.

8. Natural Bridge improvements.
   Improve parking definition, traffic flow and intersection at the Natural Bridge.

   Guidelines 2,5.

9. Spiral Tunnels upgrade.
   Implement redefined parking proposal for Spiral Tunnels. Any increase in parking capacity will be matched by increase in capacity of the viewing platform.

   Guidelines 1,2,3,4,.

10. Spiral Tunnels toilets and water.
    Install flush toilets and running water at Spiral Tunnels as well as pit toilets for winter use.

    Guidelines 1,2,4.

11. Spiral Tunnels train arrival medium.
    For Spiral Tunnels investigate, in conjunction with CP Rail, a strategy for letting people know when the next train will be arriving to help reduce congestion on the platform.

    Guidelines 1,2.

12. Souvenir handout.
    Develop a souvenir interpretive handout for bus tour individuals.

    Guidelines 1,3.

13. Souvenir strategy.
    To meet the needs of bus tours regarding souvenirs implement the following:

    - develop a list of suitable souvenirs;
    - develop a policy on the use of park materials for souvenirs/publications; and
    - improve liaison with concessionaires to encourage selling of appropriate quality Yoho souvenirs.

    Guidelines 1,2,3.

3.6.21 Skill Development Activities

OBJECTIVE:

To provide opportunities for organizations to undertake skill development activities in such a way as to minimize user conflicts.

DISCUSSION:

The Park Management Plan provides the following direction:

- no facilities are to be developed specifically for this group; we will encourage training but not provide it; develop better information on opportunities in the park and the region and information on equipment, skills, etc. to safely carry out the activity.

Some lobbying has recently been received by the Superintendent to add a separate quota for mountain guides and their clients to the Lake O'Hara quota. Guides feel they cannot run a viable business if they cannot get access to O'Hara. Their difficulty in getting access arises from the fact that client bookings often occur after the various quotas have already been filled.

Our current strategy is that this group will be subject to the same rules and regulations of the O'Hara reservation system as other users. When O'Hara is full they will be directed to other alternatives.

LEVELS OF SERVICE:

- information kit for guides.
- interpretive testing.

ACTION ITEMS:

1. Information kit.
   Develop an information kit which includes information on alternatives for groups larger than 10 as well as orientation and basic interpretation (see Interpretation and Extension, 3.5.5).

   Guidelines 1,2,3,6.

2. Pretrip package info.
   Improve pretrip information package to indicate that if a guide has been hired then that person must have the appropriate qualifications and have a business licence.

   Guideline 6.

3. Basic interpretive testing.
   Incorporate basic interpretive testing in guiding license exam. This is to ensure that visitors get quality and accurate information about the heritage of Yoho National Park.

   Guidelines 1,2,6.

3.6.22 Challenge Seeking

OBJECTIVE:

To provide the Challenge Seekers with opportunities for challenge, risk, and adventure within an area of minimum of manmade developments.

DISCUSSION:

The Park Management Plan provides the following direction:

- the Stanley Mitchell shelter will remain;
- there will be no new overnight shelters. Existing fire lookouts will be assessed for historical significance and may be considered for day-use shelters;
- new alpine huts may be allowed in the Wapta and Waputik icefields area. Approval will be given only if proposals meet environmental and visitor use requirements;
- access to caves will be allowed in cooperation with recognized speleological associations. Park will cooperate with speleological groups to prepare an inventory and classification of cave formations. CPS will develop management guidelines to protect these formations;
- all man-made caves and Crystal Cave will remain closed to public access;
- the Whiskey Jack youth hostel may be relocated to allow winter use.

Because we have little in-park contact with this group and because they require few in-park facilities most strategies relating to this group will be found in the Communications section.

Some issues associated with this group include the use of electric drills for rock climbing and the problem of access for guides and their client groups. (These two issues are specific to Lake O'Hara and will be dealt with in the Lake O'Hara Area Plan.) Other issues include the need for toilet facilities on the Field Townsite back road for ice climbers, the demand for overnight sheltered accommodation at Takakkaw Falls during the winter, and the need for accurate, up-to-date condition information.

Huts on the icefields are not considered as a basic level of service and will not necessarily be replaced at the end of their useful life.

LEVELS OF SERVICE:

- weekly avalanche, snow, ice conditions. **[P]**
- accurate route information. **[PP]**
- parking on back road for ice climbers. **[P]**
- pit toilet and trailhead stand at backroad parking lot. Information will include awareness of information centre, looseleaf sheets for feedback for Guidebook, emergency contacts, current conditions, location of winter campsite, relevant minimum impact messages. **[NP]**
- place to purchase maps and guidebooks. **[PP]**
- rescue services as per management directives. **[P]**
- year-round sheltered accommodation at Takakkaw Falls, Lake O'Hara, and Little Yoho. **[PP]**
- minimum impact and basic park mandate awareness messages in relevant publications and other documentation used by the visitor. **[PP]**

ACTION ITEMS:

1. Toilet and trailhead stand on backroad.
   Provide portable toilet and trailhead stand at backroad parking lot during the ice climbing season.

   Guidelines 1,2,4.

2. Winter shelter at Takakkaw Falls.
   Relocate the Youth Hostel for winter use. In the interim encourage the ACC to convert the kitchen shelter to a temporary winter shelter.

   Guideline 2.

3. Targeted interpretive articles.
   Prepare targeted interpretive articles for group specific publications (see Interpretation and Extension 3.5.5).

   Guideline 1.

4. Management messages.
   Incorporate minimum impact and basic park mandate message in publications and other documentation where possible.

3.6.23 Through Traffic

OBJECTIVE:

To provide Through Traffic with an opportunity to travel through the park with minimal delays and a basic provision of services and, where possible, to increase their awareness of Yoho National Park.

DISCUSSION:

The Park Management Plan provides the following direction:

- efforts will be made to encourage traffic to get off the highway and enjoy other areas of the park;
- the scenic quality of TCH and CPR will be improved;
- a continuing priority will be placed on reducing highway mortality;
- a trucker's brake check will be provided at the top of the Field hill with adequate space for access and egress to make mandatory brake checks enforceable;
- cyclist and through traffic will be separated. Improvements will include informing motorists of cyclists and widening of shoulders during highway upgrading;
- review information and orientation to provide minimal and clear and concise signage in conjunction with other media eg. radio transmission.

Conflicts between this group and slower traffic and cyclists is the major concern. We should also improve people's awareness of both entering and leaving Yoho National Park; priority for this is on the west gate. Although greatly reduced because of recent cuts an opportunity for interpretation exists at the train station where train passengers spend 1/2 hour simply wandering around outside.

LEVELS OF SERVICE:

- TCH open year-round, 24 hours/day. **[P]**
- safe route. **[PP]**
- hazard awareness media. **[PP]**
- "Yoho National Park" arrival and exit awareness media. **[PP]**
- all roadside facilities will be signed year-round. **[P]**
- interp and info/orientation media at West Louise Lodge, Joe's garage, railway station (if a passenger train is re-instituted). **[NP]**

ACTION ITEMS:

1. Train station media.
   Develop interpretive media at the Field train station (joint project with CPR). This is dependent upon the future of passenger train service stopping at Field.

   Guidelines 1,2,3.

2. National park TCH logo.
   In conjunction with Banff and Mount Revelstoke/Glacier develop a distinctive logo for the national park section of the TCH to emphasize part of its function as a route within a tourist destination within a national park.

   Guidelines 1,3.

3. Highway signs re:bicyclists.
   Develop highway signs informing people:

   1. that it is illegal to drive on the shoulder
   2. to be aware of bicyclists using the shoulder

   Guidelines 5,10.

4. Overhead roadway signs.
   Establish overhead highway signs to inform travellers of current conditions, hazards, road closures, etc. This will have to be implemented in conjunction with Banff National Park and the B.C. Provincial Government since the best locations for these signs would be at Castle Junction or just before Banff townsite (for westbound) and at Golden (for eastbound).

5. Hazard awareness and orientation media.
   Develop hazard awareness and orientation media at West Louise, Joe's garage, and the train station.

   Guideline 5.

6. "Closed" slashes on facility signs.
During the off-season when many facilities are closed utilize "Closed" slashes on highway facility identification signs. This will prevent obscuring the bulk of the text on the sign and therefore allow visitors to be aware of facilities for future visits.

Guideline 1.

3.7 Services For Disabled Persons

3.7 SERVICES FOR DISABLED PERSONS

OBJECTIVE:

To provide disabled persons of each Visitor Activity Group with an opportunity to experience a cross section of the parks's heritage themes, messages and visitor experiences by offering an integrated accessible package of communication services, recreational opportunities and support services.

DISCUSSION:

While the Park Management Plan provides no specific direction with respect to services for the disabled it is very evident that there is a lack of opportunities in the park. Existing services and facilities occur sporadically and in some cases are not completely up to standard. Availability and communication of disabled opportunities needs to be improved. This improvement will have long-term spin-off benefits in light of our aging population.

A program entitled "Services for Disabled Visitors Planning Strategy" will commence in the western region during the 1990 summer season. This process will identify specific recommendations that may require modifications to the action items outlined below.

GUIDELINES:

Guideline 1 Discrete areas in the park will be identified and upgraded. These areas will be chosen and developed to provide disabled persons with the opportunity to experience all of the park's major themes and a cross-section of park experiences. All associated services, facilities and support services will be upgraded in these areas.

Discussion: The intent is to provide areas within the park where disabled persons can enjoy several opportunities. For example at a designated picnic area, the tables, parking, strolling trails, interpretive media, washrooms etc. would all be accessible. At a campground where a section is to be upgraded, all related services and access will also be upgraded. Random upgrading of facilities (eg. all washrooms in the park) will be discontinued.

Guideline 2 Communication programs must clearly identify those services that are accessible at all stages of the trip cycle.

Discussion: In order to encourage use by disabled persons they must have a clear idea of what services are available. As such, awareness, pre-trip, arrival information and orientation media and facility identification must identify disabled services and facilities. At the present time there is limited awareness of the extent of Yoho National Park's accessible services.

Guideline 3 All major aspects of Yoho National Park's services and facilities will be accessible to visually impaired, hearing impaired and mobility impaired persons. Specifically administration, visitor centres, campgrounds, picnic areas, viewpoints, strolling trails, interpretation programs, information/orientation and corresponding support services.

Discussion: National standards require that disabled users have the opportunity to experience, where practical, the different elements the park has to offer. Currently few opportunities are accessible.

Guideline 4 Local disabled groups will be encouraged to participate in the design stages when upgrading services and facilities.

Discussion: The Canadian Parks Service has limited experience and understanding of the needs of disabled persons. Involving groups that represent this segment of our population will help Yoho National Park become better sensitized to their needs which in turn will lead to more successful services.

Guideline 5 All areas, facilities and services to be designated accessible will be upgraded to national standards.

Discussion: National standards are currently being developed. They provide detailed design requirements for various services and facilities.

Guideline 6 All new frontcountry developments and communication programs will incorporate standards for disabled persons.

Discussion: The cost of including access for disabled persons in the design and development of new service facilities is low. Including this requirement in new services and facilities will broaden the range of opportunities available for disabled persons as well as others. New or recapitalized communication services will meet the needs of visitors with visual and hearing impairments.

Guideline 7 Upgrading of facilities and services to achieve the desired levels of service will take place through recapitalization and developments as funding is made available.

Discussion: The most efficient use of resources in providing facilities that are fully accessible is to consider the needs of disabled persons at the design stage. In such a case providing additional requirements for accessibility can cost as little as 1/2% of the total project cost. Unless additional resources can be made available specifically for disabled access upgrade this approach will be taken.

LEVELS OF SERVICE:

- Information Centre
    - all services. **[PP]**
- Administration Building
    - access to meeting room and washroom. **[PP]**
- Takakkaw Falls day-use area
    - access for disabled persons to all facilities, support services, and communications programs. **[PP]**
- Leanchoil day-use Area
    - access to all support services, picnic area, and communications media in the picnic area. **[NP]**
- Class A Viewpoints (Lower Spiral Tunnel, new site in west end, Natural Bridge)
    - access to all facilities and communications media. **[PP]**
- Kicking Horse and Hoodoo Creek Campgrounds
    - access to 10 sites plus strolling opportunity, theatre, showers, washrooms. **[NP]**
- Chancellor Peak campground
    - access to 3 sites plus access to campfire circle and one pit privy. **[NP]**
- Takakkaw Falls campground
    - 4 accessible sites including access to fire circle, pit privy, water, food and garbage storage. **[NP]**
- Group Campground
    - all services. **[NP]**
- Fishing
    - access to at least one fishing opportunity. **[NP]**
- Emerald Lake Circuit trail
    - accessible to the avalanche path (including media). Assisted wheelchair accessible to the back of the lake. **[NP]**

ACTION ITEMS:

1. Spiral Tunnels.
   Ensure that the Spiral Tunnels exhibits are accessible.

   Guidelines 1,3,4,5,7.

2. Frontcountry campgrounds.
   At all frontcountry campgrounds redevelop sites and support facilities to allow access at the levels described above.

   Guidelines 1,3,4,5,7.

3. Strolling opportunities.
   Develop an accessible strolling opportunity at Kicking Horse and Hoodoo Creek campgrounds.

   Guidelines 1,3,4,5,6,7.

4. Chancellor Peak pit privies.
   As part of the Chancellor Peak pit privy replacement include a pit privy with accessible for disabled persons.

   Guideline 6.

5. Kicking Horse theatre.
   Redevelop the Kicking Horse theatre to include accessibility to the seating area as well as the stage to allow for presentations by disabled persons (see Campgrounds 3.6.15).

   Guidelines 1,3,4,5,7.

6. Takakkaw Falls day-use area.
   Redevelop the Takakkaw Falls trail, media, and washrooms for access to disabled persons (including visually and hearing impaired).

   Guidelines 1,3,4,5,7.

7. Fishing Opportunity.
   Investigate and implement a disabled access fishing opportunity.

   Guidelines 1,3,4,5,6.

8. Emerald Lake.
   Upgrade Emerald trail to standards included in the Levels of Service and include accessibility to interpretive media.

   Guidelines 1,3,4,5,6.

9. Travel Information Centre.
   Assess the Travel Information Centre and correct any deficiencies inthe availability of servies for the disabled.

   Guidelines 1,3,4,5,7.

10. Administration Building.
   The new Administration Building will be designed and constructed to provide accesible services.

   Guidelines 1,3,4,5,6.

11. Information/orientation media.
   Ensure that all information/orientation media include descriptions of the availability of services to disabled persons.

   Guideline 2.

3.8 Support Services

3.8 SUPPORT SERVICES

OBJECTIVE:

To provide a range of appropriate support services which satisfy the different basic needs of all Visitor Activity Groups and which facilitate a positive park experience.

Support services to be considered are:

- roads
- safety
- food
- skill development
- communication support
- firewood
- backcountry shelters (accommodation)
- accommodation
- vehicle services
- rentals
- guiding services
- showers & laundry

DISCUSSION:

The Park Management Plan provides a wealth of direction on support services. Highlights include:

- provide support facilities which are fundamental to providing a high quality visitor experience;
- to provide support facilities which are cost effective and have minimal impact on park resources;
- fire lookouts will be assessed for their use as day-use shelters or removed based on individual assessment;
- the future of existing structures at Leanchoil will be assessed;
- provide facilities and structures that must be located in the park in a manner that ensures that their visual impact on the park is minimized;
- ensure wherever possible that the image conveyed to visitors will be one of minimal intrusion in a natural setting and a unity among structures and facilities;
- the use of rustic architectural styles well used;
- develop park related opportunities where appropriate in association with frontcountry accommodation facilities;
- development of additional low cost accommodation (eg. hostels, campgrounds) will be supported along the TCH where environmentally appropriate and according to demand.

Support services are those services that assist people in partaking in recreational activities as detailed in Section 3.6 Recreational Services. In many cases these services will be provided by third parties. It is incumbent upon Yoho National Park, however, to ensure that the support services provide visitors with a positive and high quality experience. Levels of service, both in terms of quality and quantity, can be documented in cooperative agreements and concession agreements or required as part of the approval for a business licenses.

LEVELS OF SERVICE:

Accommodation: A range of accommodation experiences and prices will be maintained. Accommodation developed specifically for the Through Traffic VAG is not considered an essential service. **[PP]**

Vehicle Services: One year-round gasoline, towing, and vehicle repair service located at the town of Field. Additional services are considered an embellishment. **[P]**

Food Services: One full service family restaurant and grocery services are essential for the Town of Field. Cathedral Mountain Chalet should be encouraged to maintain basic grocery service. Restaurant services in conjunction with OCAs as well as basic grocery service in the west end are considered desirable. **[PP]**

Skill Development: See Recreational Services Discussion (Section 3.6 Recreation Services)

Guiding Services: Guiding services that enhance appreciation of the park experience are considered desirable. Availability of guiding services will be included in pretrip and arrival information services. **[PP]**

Pretrip information packages will include information that guides require a certification to operate within the park. **[NP]**

Communication Support Services: See Interpretation and Extension 3.5.5

Showers and Laundry: These services are considered desirable and will be encouraged. Provision of laundry service within Yoho will be given preference within the town of Field so as to service residents as well as visitors. **[NP]**

Public Safety: Relevant public safety messages will be delivered at all major visitor contact locations. This includes at rental outlets and OCAs. (see Communications 3.5) **[PP]**

Community-based ambulance service 24 hr\day, 7 days\week. **[P]**

Emergency response levels of service will be based on existing direction within Park Management Directives. **[P]**

Firewood: All picnic areas will have dry firewood and firepits (individual or one central). All frontcountry campgrounds will have dry firewood and kindling as well as firepits at all sites. **[NP]**

Messages addressing conservation ethics will be presented when and where firewood is available. **[NP]**

ACTION ITEMS:

1. Low cost accommodation.
   Monitor demand for additional low-cost accommodation (eg. hostel, campground) along the Trans Canada Highway.

2. Whiskey Jack Youth Hostel.
   Support the relocation of the Whiskey Jack Youth hostel.

3. Pretrip information packages.
   Phone numbers and addresses of area accommodation and location of other support services (eg. Laundromat, showers, groceries) will be included in pretrip information packages. For accommodation services at Lake Louise and Golden, pretrip information will simply include the availability of this service plus directions where to get more information (eg. Prov. Accom. Guides).

4. Hostel showers.
   At Takakkaw Falls area campers will be permitted to use the hostel showers for a fee if the hostel decides to provide this service again as they have done in the past and if the new septic field can support the level of use.

5. West Louise lodge.
   Encourage managers of West Louise to maintain an aesthetically pleasing site.

6. Restaurant in Field.
   Encourage development of a full service family restaurant within Field.

7. Public Safety training.
   Incorporate public safety concerns in concessionaire training.

8. Firewood Strategy.
   Develop a firewood strategy that will address firewood supply, firewood storage, installation of, or switch over to, firepits and priorities for implementing at the various picnic areas at campgrounds. Items to be addressed include:
   - adding firepits at RV trailer circle in Kicking Horse campground,

   - replacing fireboxes with firepits at each campground and picnic area,

   - building firewood shelters at each campground and picnic area, and

   - the conservation of firewood

9. O'Hara bus system
Review the Lake O'Hara bus system with the aim of trying to better accommodate the needs of the user. This strategy should address the issue of guides and their clients since there appears to be an increasing demand for a separate quota for this group. This review should be done as part of the Lake O'Hara Plan.

3.9 Visitor Use and Promotion

3.9 VISITOR USE and PROMOTION

OBJECTIVES:

To maximize use of the existing infrastructure while maintaining integrity of the environment and the visitor experience.

DISCUSSION:

Overall, the park can accommodate a moderate increase in use at existing frontcountry facilities with minimal impacts on the environment or visitor experience. As directed within the Park Management Plan emphasis will be placed on increasing use:

- in the west end of the park throughout the year,
- throughout the park during the shoulder season (particularly the fall),
- throughout the park in the winter.

The backcountry poses a greater challenge. While trail and site hardening contribute towards environmental protection, increases in use may impact on the visitor experience. This is particularly important for the Active Group, the largest user of the backcountry, for whom solitude and the wilderness experience are high priorities for benefits sought. No strategies will be used to actively seek an increase in the use of backcountry facilities.

Specific use objectives and action items follow for each Visitor Activity Group. While implementation of these action items should help us reach our objectives several outside factors may influence their success. These factors include developments in the region surrounding the park, fluctuations in foreign rates of exchange, changes in recreation and tourism patterns, and the manner in which Canada is marketed internationally.

3.9.1 Active Group

OBJECTIVE:

Maintain current levels of use in the Yoho Valley and Lake O'Hara areas.

Increase river canoeing, rafting, and kayaking of the Kicking Horse River.

Moderately increase use levels of trail bicycling.

DISCUSSION:

For this group we will create an awareness but not promote lesser used areas. We will inform people of these opportunities when they specifically request this type of experience.

ACTION ITEMS:

1. Limits of Acceptable Change (LAC).
   Using the Yoho Valley as a model, determine limits of acceptable social and environmental change.

Also see Trail Bicycling 3.6.4 and River Canoeing and Rafting 3.6.6

3.9.2 Leisure Group

OBJECTIVE:

Increase use in the west end of the park throughout the season by 15% by 1994/95.

Increase use throughout the park during the shoulder season by 15% by 1994/95.

ACTION ITEMS:

1. Assess O&M implications.
   Assess O&M implications of implementing these action items & ensure facilities meet appropriate users needs.

2. Staff to promote west end and shoulder season.
   Direct Visitor Centre staff to promote opportunities in the west end and opportunities during the shoulder season (see Communications).

3. West gate orientation.
   Improve orientation at the west gate with emphasis on west end opportunities (see Communications).

4. Campground status signs.
   Install campground status sign at west end.
   (see Action Item 7 Section 3.3.4).

5. 'Highline' to promote west end and shoulder season.
   Promote west end and shoulder season opportunities in the 'Highline' and at all trailheads.

6. Encourage other CPS centres to promote.
   Encourage information centres in Golden, Roger's Pass, Lake Louise to promote west end opportunities.

7. Strategy targeted to shoulder season travellers.
   Develop a promotional strategy for shoulder season travellers. This may include price packaging within Yoho and the Four Mountain Parks during the shoulder season.

8. Cross-marketing and packaging possibilities.
   Investigate possibilities of cross marketing and packaging with OCAs and camping package tours in the Golden Triangle during the shoulder season with innovative programming ideas.

3.9.3 Package Groups

OBJECTIVE:

Increase use at new Burgess Shale exhibit to 20 buses per year by 1994/1995.

DISCUSSION:

The trend in bus touring is increasing with no active strategy on our part. This trend is expected to increase. As a result, while we support a moderate increase in bus tour use we will not develop strategies specifically designed to encourage more use (except at the Burgess Shale exhibit which currently gets no use by bus tours); it is recognized that the improved service offer outlined in the Action Items below will lead to higher satisfaction and therefore higher use.

ACTION ITEMS:

1. Mountain park strategy.
   Develop a strategy in conjunction with other mountain parks to increase use at the Burgess Shale exhibit.

2. Improved communications.
   Improve communication service to package tour operators (see Interpretation 3.5.5).

3.9.4 Heritage Appreciators

OBJECTIVE:

To increase the number of contacts by 10% by 1994/95.

DISCUSSION:

The Heritage Appreciators are a medium priority group and are extremely valuable in supporting the park's mandate. Increased interest in the environment as well as a continuing increase in education levels of the general population will likely cause an increase in the proportion of individuals in this group. Numerous strategies for improving service to the Heritage Appreciator are described in detail in the Interpretation and Extension section 3.5.5. Implementation of these Action Items will greatly improve customer satisfaction and should help meet the above objective.

LEVELS OF SERVICE:
see Interpretation and Extension 3.5.5

SERVICE PRIORITIES:
see Interpretation and Extension 3.5.5

ACTION ITEMS:
see Interpretation and Extension 3.5.5

3.9.5 Challenge Seekers

OBJECTIVE:

No active change to visitation will be considered at this time.

DISCUSSION:

Use of the park by Challenge Seekers is relatively low compared to other groups although trends indicate that use may be increasing slightly. At this time no active strategies will be implemented to alter levels of use of this group.

3.9.6 Through Traffic

OBJECTIVE:

To increase the percentage of traffic pulling off the highway. Average increase per year by 1994/1995 will be 0.5% per year.

To increase the percentage of Through Traffic returning later to use the park. Average increase per year by 1994/95 will be 0.5% per year.

DISCUSSION:

Currently only 20% of traffic travelling on the Trans-Canada Highway stop to enjoy the park. Even a lesser percentage leave the Trans-Canada highway to explore secondary roads. Encouraging more people to stop at frontcountry facilities is closely tied to some of the in-park awareness objectives. Through Traffic are a difficult group to reach; by encouraging them to stop we can more easily present basic awareness messages. Refer to Through Traffic 3.6.23 for more details.

ACTION ITEMS:

1. Use public media to encourage shoulder season campground use.
   Prepare and submit articles and news releases to radio, newspapers, and travel publications promoting use of our campgrounds during the shoulder season.

2. Joint marketing with Golden and OCAs.
   Explore joint marketing opportunities with OCAs and Golden accommodation locations to encourage shoulder season and winter use.

3. "CLOSED" slashes on highway signs.
   Utilize "Closed" slash on highway facility identification signs to allow visitors to be aware of facilities for future visits. (see Action Item 6, Section 3.6.23)

3.10 Regional Integration and Partnerships

3.10 REGIONAL INTEGRATION and PARTNERSHIPS

OBJECTIVE:

To cooperate with the various federal, provincial and municipal agencies as well as tourism and business organizations, in programs which promote a better understanding of and contribute to the parks's mandate, regional tourism and regional resource management.

To work cooperatively with the private sector within the park and local area to provide complementary and supplementary visitor opportunities which support the park's education, appreciation, and enjoyment as well as preservation mandates.

DISCUSSION:

The Park Management Plan provides the following direction:

- we will cooperate with other provincial and municipal governments, private organizations and individuals responsible for the planning of areas adjacent to the park, in order to ensure that Yoho continues to have a positive economic, social, and environmental impact on local communities, organizations and individuals;
- we will cooperate with these agencies to ensure protection of the park's resources;
- we will cooperate with these agencies in the provision of mutually complementary and beneficial messages, and visitor services;
- the Canadian Parks Service will consider existing and potential outdoor recreational opportunities and community requirements in the region when modifications to existing opportunities are under review;
- the Canadian Parks Service will participate with regional interests in the development of an integrated system of orientation/information services and marketing programs for Yoho national Park and areas adjacent to it in the Golden area;
- the Canadian Parks Service will work towards a better understanding of park use patterns and visitors and will share this and other information with local and regional businesses and organizations to assist them in their planning.

Yoho is located within an internationally recognized tourism destination area. Strategies to manage visitor use developed within this service plan can be ineffective if done in isolation of initiatives put forward by stakeholders in the region. Cooperating with these agencies and clarifying the park's role in local tourism will benefit both the park and the local tourism industry by ensuring that potential visitors develop proper expectations. In this time of limited resources, cooperation particularly in the form of joint ventures, will enable the development of mutually beneficial services that otherwise would likely not materialize.

GUIDELINES:

Guideline 1 The Park will actively pursue opportunities which encourage regional cooperation.

Discussion: Yoho is located within a major four-season recreation destination region. Because of the current cooperative marketing ventures and service deliveries undertaken by the various resorts in the area it becomes increasingly important to be a support player in these initiatives. By doing so we can help ensure that information on services and facilities offered by Yoho National Park are accurately described and that visitors obtain comprehensive information on the region. As well, initiatives by 3rd parties may have the potential for significantly contributing to Yoho National Park obtaining its goals.

Guideline 2 The park will continue to make outside agencies aware of their potential negative impacts on park resources and visitor experiences and what they can do to minimize influence.

Discussion: The activities of private and provincial landowners adjacent to the park can have an impact on the experiences of park visitors. It is important to cooperate with adjacent landowners to minimize any negative experiences to which park visitors could be exposed. e.g. clear cutting up to park boundary.

Guideline 3 Seeking third party involvement will be considered as an alternative in implementing any Action Items within this plan.

Discussion: The Action Items noted in this section are not the only opportunities for partnership, however, they do represent specific examples of where third party involvement should be pursued. Because of resource constraints implementation of the whole Service Plan will require innovation which in many cases will include partnerships.

ACTION ITEMS:

1. Regional tourism association memberships.
   Encourage WRO to establish regional memberships in appropriate tourism associations (eg. Rocky Mountain Visitor's Assoc.) to cooperate in developing regional tourism and marketing strategies and clearly communicating the park's position within the region.

   Guideline 1.

2. Golden Triangle media.
   Coordinate with Kootenay, Banff, Golden Chamber of Commerce and the Rocky Mountain Tourism Association in the development of a media package for the Golden Triangle for highway cyclists and members of the Leisure Group.

   Guideline 1.

3. Regional info in training manuals.
   Include regional recreational opportunities in the Visitor Services Staff Training Manual particularly for those activities which are not available within Yoho.

   Guideline 1.

4. B.C. Forestry backcountry information.
   Coordinate with B.C. Forestry in the dissemination of information relating to backcountry use on adjacent park lands.

   Guidelines 1,2.

5. Information sessions.
   Offer park information/orientation/hospitality sessions to regional information outlets, Campground Hosts, volunteers, and Cooperating Association personnel that offer information on Yoho National Park (eg. Golden Chamber of Commerce).

   Guidelines 1,2.

6. Redbook to regional outlet.
   Provide copies of the Redbook to local outlets that disseminate information on Yoho and the Four Mountain Park block.

   Guideline 1.

7. Park's Companion.
   Obtain extra copies of the Park's Companion to distribute to local information outlets.

   Guideline 1.

8. Meetings with regional Agencies.

Establish meetings with regional agencies such as B.C. Forestry and Golden Chamber of Commerce to deal with backcountry management (see section 3.6.1, Action Item 9).

Guidelines 1,2.

3.11 Feedback, Socio-Economic Information and Monitoring

3.11 FEEDBACK, SOCIO-ECONOMIC INFORMATION, and MONITORING

OBJECTIVES:

To encourage members of every Visitor Activity Group to comment and share information on their experiences in Yoho National Park.

To monitor and evaluate the effectiveness of all services and facilities (in particular the Use and Promotion objectives).

To develop and maintain a socio-economic data base that contains that information that facilitates decision making and planning initiatives.

DISCUSSION:

Concepts in this service plan are based upon existing knowledge (existing surveys, staff knowledge, visitor comments, and existing literature). The Park Management Plan identifies this status and states that a socio-economic research plan will be initiated to establish a database of required visitor data. Specific areas identified within the plan include monitoring levels of use, demand, and use patterns for activities such as Nordic skiing, bus touring, and canoeing and rafting.

GUIDELINES:

Guideline 1

Data collection and analysis will be directed by a data plan (see Action Item 1).

Discussion: The collection, storage, analysis, and retrieval of data can consume considerable resources; it is important that priorities be established to ensure their better utilization.

Guideline 2

Marketing information will be gathered for capital projects arising from this service plan. The level and type of information will be appropriate to the level of development and approval sought.

Discussion: Capital projects require certain types of socio-economic information. Improved information will facilitate timely approval of projects and better design of facilities and services.

Guideline 3

The park service planner will oversee the implementation and on-going management of visitor feedback, monitoring, and socio-economic requirements.

Discussion: As a park coordinator, the Service Planner can ensure that the resources spent on data gathering are most efficiently used and that data is shared between cost centres and various levels within the organization. The Service Planner will obtain information on regional, societal, and national trends from Regional and PHQ offices where this responsibility will lie.

Guideline 4

Visitor Activity Group profiles will be updated every two years.

Discussion: These profiles form the foundation for strategies developed within this plan. To continue to manage with the customer's perspective in mind, it is important that Yoho keep abreast of, and document, changes in the customer characteristics.

Guideline 5

Socio-economic data gathering procedures will be implemented in such a way as to minimize impact on the workload of frontline staff.

Discussion: Information is a valuable tool for park managers. We must ensure, however, that the collection of this data does not hinder our ability to give visitors a high quality service.

Guideline 6

Automation will be used wherever cost effective to minimize person year requirements and the subsequent impact on frontline service.

Discussion: Visitor Services staff are responsible for a significant amount of data collection and compilation. This impacts on their ability to provide an information service to visitors. All components of data strategy (collection, storage, analysis, and retrieval) can be efficiently handled by EDP equipment and this avenue should be taken where feasible.

LEVELS OF SERVICE:

- visitor feedback forms will be available at all picnic areas, major trailheads, frontcountry campgrounds, major interpretive exhibits, Administration Building and Operations Centre, Visitor Centre, OCAs, concessionaires, **[PP]**

  These sheets will include:

  - visitor name and address
  - what the visitor liked
  - what the visitor didn't like
  - their suggestions for improvements
  - their overall impressions
  - whether or not they would like a response (test to monitor impact on workload)

ACTION ITEMS:

1. Data Plan
   As part of the joint PURDS/VAMP data needs project develop a data plan for park VAGs and potential markets that:

   - identifies and priorizes specific data needs for Yoho;
   - analyzes efficiency and effectiveness of existing data gathering mechanisms;
   - develops a mechanism for measuring presentation of themes and messages;
   - develops a mechanism for evaluating visitor use objectives (see Section 3.9);
   - identifies strategies to obtain the required data;
   - outlines resource requirements and responsibilities for implementing these strategies.

   Priorities for data gathering by data type are:

   1. determining the number of users per year for major services and facilities and monitoring corresponding park trends,

   2. confirming visitors needs, expectations, and satisfaction,

   3. determining the numbers for each VAG, length of stay, frequency of use, origin, and destination,

   4. obtaining information on regional and national trends.

Priorities for data gathering by group:

HIGH	Active Leisure Heritage Appreciators
MEDIUM	Package Groups Challenge Seekers
LOW	Through Traffic (number of users is HIGH priority)

NOTE: More specific activities for priority as identified within the Park Management Plan include Nordic skiing, bus touring, and canoeing and rafting.

Guidelines 1,3,5,6.

2. Visitor Centre counters.
Install counters at both entrances to the Visitor Centre and all major facilities.

Guidelines 1,5,6.

3. Visitor Feedback forms.
Make visitor feedback forms available at all major service/facility locations including OCAs and concessionaires. At trailheads these will replace the existing trail survey forms. Statistics Canada registration for use of these forms will be completed first.

Guidelines 1,3.

4. Compile existing raw data.
Establish an O&M project to compile existing raw data within the park. Considerable amounts of data exist in raw form within the park. Once compiled and presented in a useful format this data can provide valuable information for decision making, particularly in the establishment of base data for future trends.

Guidelines 1,2,3,6.

5. Video monitoring.
Utilize video to monitor use patterns in the Visitor Centre to evaluate effectiveness of the building design, the length of time spent viewing exhibits, and the length of time spent waiting in line for for personal service.

Guidelines 1,6.

6. Standard surveys.
Implement existing standard Camper Satisfaction and Trail User surveys every five years. Also, assist in the development of a Backcountry User Survey.

   Guidelines 1,3,5.

7. Exit Survey.
Implement an exit survey every five years.

   Guidelines 1,3,5.

8. Media evaluations.
Evaluate effectiveness of existing communications media and include funds for evaluation in all PIP submissions for new media.

   Guidelines 1,2,3.

9. Trend info from WRO.
Request regional office to compile information on regional and national trends and forward them to the park on a yearly basis.

   Guidelines 2,4.

10. Filing of socio-economic information.
Improve organization for filing of socio-economic information and provide a central location available to all park managers. Determine what statistics should be in central files and cross-reference these to the other location.

    Guidelines 1,4,5,6.

11. PURDS.
Continue to pursue PURDS and implement components of it that help achieve the needs outlined above.

    Guidelines 5,6.

12. Feedback for Climbing Guide.
Encourage both staff and visitors to add comments (looseleaf format) to Climbing Guide after they finish their climb.

    Guidelines 1,3,5.

4.0 Implementation and Costs

4.0 IMPLEMENTATION AND COSTS

In this section each Action Item is listed with respect to who is responsible for its implementation and when it will be done.

Recognizing that not all Action Items identified in the plan can be done right away, the Items were priorized. Projects were assessed as to their degree of impact on park visitors versus the cost of implementation. Many of these items can be done with a minimum of resources and in some cases these have already been implemented.

Other projects will require capital resources. These projects were further priorized based on relevance to such initiatives as the Strategic Plan, Regional Marketing Plan, Park Management Plan, and visitor experience. This priorization revealed changes that are required in the current park MYOP submission. These are outlined in Section 4.3

For further details on the priorization and rationale for the ranking of projects refer to Appendix 3.

4.1 Summary Workplan

The following workplan identifies the major tasks to be completed for plan implementation. It is broken down by O&M and Capital.

For the O&M portion only the highest priority Action Items (which will be completed within the first two years) are outlined. The lower priority projects will be inserted into the workplan during the next annual update when workload and priorities will be reassessed. Responsibility, costs, and timing are identified.

For capital projects a visual representation of the implementation schedule for the total project is presented along with TEC and responsibilities. Details of project stages, cost breakdowns, and phasing are found in Appendix 3.

These tasks will be incorporated into annual work plans and individual staff goals. It will be updated each year.

All Action Items are identified by their number within the plan section. For example, "3.5.2 (6) Orientation Sessions" is the Action Item entitled "Orientation Sessions" in Plan Section 3.5.2 Trip Planning. This will allow quick reference to the detailed version of the Action Item.

4.2 Updating the Summary Workplan

The summary workplan should be updated each year in February. The following steps should be followed when updating by the Park Service Planner:

- read action items in the main body of the plan document. Check off those that have been done and confirm the validity of outstanding action items.

- reassess and confirm priorities (incorporating any changes in program thrusts, MYOP, visitor and societal trends, etc.)

- draft a new five year workplan. (Functional input should be obtained from WRO Interpretation, Visitor Services, A&E in the preparation of the update).

- finalize the workplan and circulate to CCMs at the park and WRO Operations and A&E.

4.3 Multi-year Operational Plan (MYOP)

The previous summary workplan identifies Class "D" estimates for capital projects. Some of these projects already exist in the MYOP while others must now be inserted. Conversely, some existing projects in the MYOP must now be modified or withdrawn.

The following is a summary of changes required for the Yoho MYOP as a result of Service Planning:

Project No.	Project Title	Action
INSERT INTO MYOP:		
NEW PROJECT	Disabled Access - Campgrounds (except Kicking Horse)	Insert into MYOP
NEW PROJECT	Redevelop Tak Falls Day-use area	Insert into MYOP
NEW PROJECT	Campground Media	Insert into MYOP
NEW PROJECT	Park Entrance Info/Orientation Signs	Insert into MYOP
NEW PROJECT	Annotated Topographic Maps	Insert into MYOP
NEW PROJECT	Interpretive Guidebook	Insert into MYOP
NEW PROJECT	Disabled Access - Spiral Tunnels	Insert into MYOP
NEW PROJECT	Disabled Access - Info Centre	Insert into MYOP

NEW PROJECT	Levels of Acceptable Change	Insert into MYOP
NEW PROJECT	Overhead Road Signs	Insert into MYOP
NEW PROJECT	Enroute Signs	Insert into MYOP

REMOVE FROM MYOP:

485692	Area Plans	Remove from MYOP
487319	Trl Improv Kiwetinok	Remove from MYOP (pending Park Mgmt Plan review)
488037	Yoho Valley Media Pkg	Remove from MYOP
489834	LPRT	Remove from MYOP

MODIFY WITHIN MYOP:

486547	Admin Bldg	Include resource centre in User Requirements
485653	EDP Acquisition	Redefine and re-title to reflect Data Plan
487909	Bicycle Path	Reduce Scope to Trail Bicycling standards
487088	Emerald Lake Road - Major Repairs	Redefine to include two minor pulloffs
489449	W. Louise Rest Stop Trucks	Design should include area for interp media (from separate project)
485924	Lk O'Hara Campground Redevelopment	Reassess to reflect Service Planning recommendations
486570	Ottertail Group Campground Relocation	Combine with Kicking Horse Overflow project
486920	Cmpg Playground Equip Repl	Update PIP to reflect Service Plan direction
487911	Rehab Backcountry Campsites	Timing and design to reflect LAC project recommendations

489494	Chancellor Peak Cmpg Improvs	Reassess PIP to reflect Service Plan
486628	Leanchoil Marsh DUA	Include Disabled Access
485912	Trl Improv Emerald Lake Circuit Trl North	Rename to include access, re-scope for accessibility and include media
489503	Disabled Washroom Mod Tak Falls	Incorporate into "Redevelop Tak Falls Day-use Area:
488270	Kicking Horse DUA Site Improvements	Bring in Group Campground and rename
486468	Trailhead Info Stands	Rescope to include ALL trailheads
486030	Kicking Horse Cmpgrnd Master	Include disabled access and create subproject for Kicking Horse theatre
489172	Emerald Lk Media Pkg + Info Pkg	Redefine and retitle to reflect various target VAGs
485390	Kicking Hrse Corr W&E Gate Orientation	Rename and re-scope for "Picnic Area and Viewpoint Media" (see New Project "Park Entrance Info/Orienttation Signs)

O&M - ONGOING

ACTION ITEM	RESPONSIBILITY	COSTS	O&M STAFF TIME	COMPLETE
- 3.5.2 (6) Orientation sessions				
- 3.6.22 (3) Targetted interpretive articles	INT	0.5	3 p.d.	
- 3.5.5 (3) Interpretation strategy in research projects	INT/RC	-	-	
- 3.6.4 (6) Annually assess bicycle trails	BCMC	-	5 p.d.	
- 3.6.7 (1) Registration Information	VS	-	-	
- 3.6.18 (2) Fishing info in orientation sessions	VS/RC	-	2 p.d.	
- 3.5.1 (2) Awareness messages with Redbook	VS	-	-	
- 3.5.1 (3) Accompany symbols with text	ALL	-	-	
- 3.5.2 (9) Update the Redbook	VS/WRO	-	-	Underway
- 3.5.3 (2) Review 3rd party publications	SP/VS/INT	-	15 p.d.	
- 3.5.4 (15) Highway safety messages - Park's Companion	VS	-	-	
- 3.5.5 (4) Staff seminars and filed trips	INT	.8	.15 p.y.	
- 3.9.2 (2) Staff to promote west end and shoulder season opportunities	VS	-	-	
- 3.9.6 (1) Use public media to encourage shoulder season campground use	VS/INT	-	15 p.d.	
- 3.8 (1) Low cost accommodation	SP	-	-	
- 3.8 (6) Restaurant in Field	SUPT/SP	-	-	

Codes used for "Responsibility" have the following meaning:

SP = Service Planner
INT = Interpretation
RC = Resource Conservation
BCMC = Backcountry Management Committee
VS = Visitor Services
WRO = Western Regional Office
SUPT = Superintendent
GW = General Works
Admin = Finance & Administration
A&E = Architecture and Engineering

O&M - YEAR 1 1990/91

ACTION ITEM	RESPONSIBILITY	COSTS	O&M STAFF TIME	COMPLETE
SUMMER				
- 3.6.1 (13) Sandwich boards	GW	.25	contract	
- 3.6.1 (14) File of trail distances	GW	-	-	
- 3.6.6 (4) Wapta Falls portage	GW	-	-	
- 3.5.4 (14) Determine role of campground residences	VS, Admin	-	-	Yes
- 3.6.22 (4) Management Messages	INT/VS	-	-	
- 3.6.8 (2) Emerald Sports rental concession	Admin/VS	-	-	Yes
- 3.6.15 (18) Purchase pushcarts	VS	.5	-	Yes
- 3.6.20 (4) Establish bus tour contact	SP	-	-	Yes
- 3.6.22 (2) Winter shelter at Tak Falls	SP	-	-	
- 3.5.4 (1) Classify trailheads	SP/VS	-	-	
- 3.5.4 (20) Information Centre DOTS terminal	SP	.7	-	
- 3.5.5 (17) Burgess Shale hike concession	INT	-	3 p.d.	Yes
FALL				
- 3.6.1 (3) Assess Point Lace trail	BCMC	-	5 p.d.	
- 3.6.14 (5) Yoho Valley road pull-offs	SP	-	-	
- 3.6.14 (7) Other Class C opportunities	SP	-	-	
- 3.6.15 (1) Update campground report	SP/A&E	-	1 p.d.	
- 3.5.2 (2) Yoho number in Calgary phonebook	SP	?	-	
- 3.5.2 (7) Routing of calls/"YOHO" number	SP			
- 3.9.2 (1) Assess O&M implications	SP	-	-	
- 3.10 (1) Regional Tourism assoc. memberships	SP	-	-	
- 3.11 (9) Trend info from WRO	SP	-	-	
WINTER				
- 3.6.8 (3) Parking lot snow clearing	GW	-	-	
- 3.5.2 (1) DOTS Library of texts	SP/INT	-	3 p.d.	
- 3.5.1 (12) Lake O'Hara trails concept	BCMC	-		
- 3.6.7 (1) Trail grooming program	BCMC	?	25 p.d.	
- 3.5.4 (21) Ski trail information media	BCMC	?	5 p.d.	
- 3.6.15 (21) Group camping reservation policy	VS	-	.1 p.y.	
- 3.6.20 (5) Address list of operators	SP	-	-	
- 3.6.1 (9) Meetings with Regional Agencies	RC/SP	-	4 p.d.	
- 3.6.3 (2) Operational horse use policy	RC/MGMT	-	2 p.d.	
- 3.5.2 (5) Improve General Info package	VS	-	-	

- 3.5.4 (19) Sharing of trail information	SP/VS	-	-
- 3.11 (10) Filing of Socio-economic data	SP	-	-
- 3.9 (3) Pretrip information packages	VS	-	.5 p.d.
SPRING			
- 3.6.21 (3) Basic Interpretive testing	INT/WRO	0.5	6 p.d./1 p.d.
- 3.6.20 (6) Passenger loading/unloading policy at Emerald Lake	SP/RC/GW	-	3 p.d.
- 3.5.2 (1) Provide stakeholders with awareness messages	SP	-	-
- 3.11 (3) Visitor Feedback forms	SP	-	1 p.d.
- 3.11 (4) Compile existing raw data	SP	5.0	.2 p.y.

O&M - YEAR 2 1991/92

ACTION ITEM	RESPONSIBILITY	COSTS	O&M STAFF TIME	COMPLETE
SUMMER				
- 3.5.2 (3) 24 hr. condition report phoneline	SP	?	-	
- 3.5.4 (5) Separate backcountry counter	VS	-	10 p.d.	
- 3.5.4 (9) Brochure/map dispensers	VS/GW	.3	10 p.d.	
- 3.10 (7) Park's Companion	VS	-	-	
- 3.6.15 (7) Campsite occupancy medium	VS/GW	.5	1 p.d.	
FALL				
- 3.5.5 (13) Hoodoo Creek theatre	INT/GW	-	-	
- 3.5.2 (8) Cooperative mailouts	SP	-	-	
- 3.10 (2) Golden Triangle media	SP	1.0	15.p.d.	
WINTER				
- 3.6.14 (3) Reassess Tak Falls picnic site	MGMT, A&E	-	-	
- 3.10 (3) Regional info in training manuals	VS	-	-	
SPRING				
- 3.6.20 (3) Tour operator info package	INT	4.5	9 p.d.	
- 3.5.5 (1) Annotated resource kits	INT	1.5	6 p.d.	
- 3.10 (6) Redbook to regional outlets	SP/WRO	.5	-	
- 3.5.23 (3) Highway signs re: cyclists	SP/GW		2 p.d.	

CAPITAL

ACTION ITEM	YEAR 91/92	92/93	93/94	94/95	95/96	96/97	FUTURE	RESP	TEC
3.11 (1) Data Plan		—	—	—				SP	20.2
3.6.15 (20) Redevelop Kicking Horse Overflow	—	—						VS	140.9
3.5.4 (8) Entrance/Exit Communications	—	—	—					SP	140.5
3.5.4 (24) Develop campground media		—	—	—	—			CPI	262.0
3.7 (9) Info Centre (disabled access)	—	—						CVS	10.5
3.6.13 (8) Picnic area / viewpoint media			—	—	—	—	—	CPI	183.7
3.6.14 (3) Redevelop Tak Falls DUA				—	—			SP	352.5
3.6.23 (4) Overhead roadway signs		TO BE INCORPORATED INTO TCH PROJECT							
3.5.4 (2) Trailhead media	—	—	—	—				CVS	80.0
3.7 (1) Spiral Tunnels (disabled access)	—	—	—					CPI	198.0
3.7 (2) Frontcountry campgrounds (disabled)	—	—		—	—			CVS	300.0
3.5.5 (11) Interpretive guidebook			—	—	—			CPI	30.0
3.5.3. (1) Highway signs									
3.5.5 (5) Park resource centre		TO BE INCORPORATED INTO NEW ADMIN COMPLEX							
3.6.2 (1) Redevelop backcountry campsites	—	—	—	—	—			GW	83.2
3.5.5 (12) Redevelop Kicking Horse theatre		—	—	—	—			CPI	266.0
3.6.15 (2) Replace playground equipment				—	—			CPI	55.0
3.6.14 (6) Emerald Lake road pull-offs (will be incorporated into road upgrade #7088 for 95/96)									
3.5.5 (9) Annotated topo maps	—							CPI	4.0
3.5.5 (31) Field Learning Centre				—	—			SP	175.0

5.0 Recommendations

5.0 RECOMMENDATIONS

5.1 Park Management Plan Recommendations

Since approval of the Park Management Plan (PMP) some conditions both within and outside the park have changed. A greater availability of alpine huts outside the park, a greater encroachment of logging roads near the park boundary, and increasing pressures from commerical enterprises as Banff and Jasper tighten their policies are some examples. Service Planning also reviewed in greater detail some of the issues addressing visitor management within the Management Plan. As a result some recommendations arose that should be considered during Management Plan review. These are:

Omit the Kiwetinok Trail proposed linkage (PMP, pg. 63).

Discussions with the Park Service Planning team, the Backcountry Committee and various trail crew members concluded that because of the lack of demand, the absence of significant environmental damage from random use, and the reduced experience that such a loop opportunity would provide (compared to the Yoho/Little Yoho Valley area), the proposed linkage is not necessary.

Convert the Amiskwi/Kiwetinok Primitive area to Wildland.

The existing zoning of Backcountry Opportunities (PMP, Figure 5) in the Amiskwi Valley and the relationship of the Wildland and Primitive designations took into account the establishment of a trail through the Kiwetinok Pass (see above). Should the previous recommendation be accepted this zoning should be reconsidered. Considering the impinging development around Yoho's borders and the reduction in opportunities for wilderness experiences in the region overall we should strive to provide areas where people can experience nature in the absence of manmade intrusions (our "Wildland designation"). This zoning recommendation reflects a long term view of how the area should be managed and not the current state with evidence of logging practices.

Convert Wapta Icefields Primitive Area to Wildland.

The barren Wapta Icefields with their harsh conditions which truly test man against nature are the best examples of the wilderness experience within Yoho. The existing zoning scheme (PM, Figure 5) designates the Icefields as Primitive. Although this classification reflects the presence of alpine huts (no manmade facilities are permitted within Wildland areas) it provides a framework for further development within the Primitive zone context. To preserve the wilderness of the Icefields the zoning should be changed to Wildland. The huts would exist as an "exception"; however, due to the increase in opportunity for backcountry and alpine hut accommodation within the region since the writing of the Park Management Plan the appropriateness of huts should also be examined.

For overnight camping, horses at McArthur Creek will be kept at the patrol cabin.

The Park Management Plan identifies the need to separate horse and hiker camps in the Ottertail Valley. Considering the low incidence of horse parties by both Operations and the public the above simple solution is recommended. A relocation of the McArthur campground (see Backcountry Camping 3.5.2) would allow horse users to be closer to the corral than they would be at the existing campground location.

The Ottertail/Amiskwi link is not required.

The link was intended to serve Great Divide Trail users who generally prefer the route through Lake O'Hara. This reduces an already low number of users. In addition, for those who do hike down the Ottertail the link is unnecessary since at this point the majority go to Field to restock supplies.

The Tally-Ho extension to Emerald Lake is not required.

This trail would provide a duplication of service with the Emeral River trail and there is low demand.

Market Position and Intended Park Experiences.

Key components of this service plan are the position statement and the descriptions of the experiences the park will try to offer each visitor activity group. These descriptions need to be expanded and refined. Both the market position and experience definitions are fundamental management decisions that need to be reviewed and embellished during management plan review.

5.2 Other Recommendations

MMS Standards vs. Service Plan Levels of Service

The application of MMS Standards to park facilities can fundamentally affect the visitor experience. These standards, as applied in YNP, should be reviewed with respect to the service plan levels of service to ensure consistency. Recommended changes to both may be required. Functional staff and both park and WRO levels should be involved.

Trail bicycle access to the Lake O'Hara area.

Recently there appears to be an increase in the number of inquiries regarding the restriction of bicycle access to the Lake O'Hara area. At this point, Service Plan direction continues to support the restriction based on public safety and quota administration. This should be reviewed as part of the Lake O'Hara Area Plan.

Lake O'Hara Area Plan and Public Safety Plan should go to a Service Planning level of detail.

In order to facilitate integration of the Lake O'Hara and Public Safety Plans with the Service Plan, these plans should include similar levels of detatil for levels of service, guidelines, and action items, and should be VAG and trip cycle oriented. They should also use a similar list of criteria for priorizing projects as used in the Service Plan.

A Backcountry Management Plan is no longer needed.

Throughout the Service Plan there are numerous statements providing direction for backcountry management. These occur in Section 3.3, The Intended Park Experience, in various subsections of Section 3.6, Recreation (particularly 3.6.1 and 3.6.2) and in the corresponding action items. Although it is recognized that aspects of backcountry management may have been overlooked they should not justify the establishment of another separate planning exercise.

A Yoho Valley Area Plan is no longer needed.

The Service Plan provides a variety of direction that would be within the scope of the proposed Yoho Valley Area Plan (Yoho Valley road, Emerald Lake, Natural Bridge, Little Yoho Valley.) Because of the integrated approach taken with Service Planning in Yoho, the plan's direction, in turn, reflects an integrated approach to visitor management in this area of the park. A complete overview of the recommendations for the Yoho Valley area can be found in the Appendix 1, Area Summaries.

Encourage fee policy review board to wholesale permits to third party distributors.

Allowing third parties to sell permits eg. vehicle permits and fishing permits both inside the park and in the region provides a great convenience to the Yoho visitor. However, the current policy does not encourage third parties to take on this service since they buy and then sell permits at the same price preventing any revenue generation. Instituting a wholesale price would allow third parties to generate a small amount of revenue and thus provide incentive to provide the service.

Apply Service Planning Principles to all levels of development.

To ensure a custormer perspective and VAG orientation are maintained in individual project developments, service planning principles will be applied to each.

6.0 EARP

6.0 ENVIRONMENTAL ASSESSMENT and REVIEW PROCESS (EARP)

Environmental concerns were considered throughout the Yoho Service Planning process. This was made possible because the Resource Conservation representative on the planning team was also the park's EARP coordinator. As a result the prevention of environmental impacts formed a part of each individual proposal. An underlying theme throughout the plan was to minimize facility development in areas which would require disturbance of new areas.

Therefore, at a preliminary or environmental scoping level the actions identified within this plan are considered to not have significant impacts on the park's natural and cultural resources. Furthermore, they should enhance people's enjoyment of the park and help them better understand national park values.

It should be noted that because not all proposals are presented in detail at this stage all projects within this Service Plan are still subject to further EARP screening as they proceed through to implementation.

7.0 Glossary

7.0 GLOSSARY

Access - available means of support or entrance to an area.

Arrival/reception (Trip cycle) - the point in the trip cycle in which a visitor first arrives at the Park and makes contact, either personally or non-personally, with Park staff or services.

Awareness (Trip Cycle) - The point in the trip cycle where a person becomes cognizant of the existence of the Park and of corresponding experiences, services and facilities which are available; and of Environment Canada and the Canadian Park Service. It usually takes place outside of the park.

Basic Level of Service - The base line service the park intends to provide to visitors. It is usually a combination of what the park currently provides with additions, deletions or changes as a result of service planning. Anything above this level is considered an embellishment. Anything below it is considered unacceptable. They are based on visitor needs, park objectives and years of operating experience.

Communications Programs - Represents the total spectrum of services used to communicate to visitors (awareness, trip planning, extension, enroute, reception, information, orientation, heritage presentation, promotions).

Current Offer - Services and facilities presently provided in the Park and region; by the Park, CPS, third parties, private sector and/or other government or non-government agencies.

Data Base - Background information on visitor activity programs used in the situation analysis.

Departure (Trip Cycle) - The point in the trip cycle where a person has finished their main activities in the Park and is in the process of leaving.

Development Efficiencies - Many of the action items contained in this plan will reduce the cost of developing programs when compared to how the region would have done the work prior to this plan. EG: previously most interpretive or information planning programs would have been done in isolation. This plan directs that they be done jointly. Significant savings in development costs will be achieved as a result.

Enroute (Trip Cycle) - The point in the trip cycle where Park visitors are in the process of travelling to the Park.

Extension - Interpretive services made available outside the Park, designed to prepare the visitor for a visit; or to educate residents of the region on departmental or park heritage messages and environmental education themes; or to develop constituencies or support or understanding among special interest groups in order to help protect the park and its resources.

Facility - Physical structure(s) (eg. building, picnic table, exhibit, campground) which makes possible some activity.

Guidelines - Broad direction for the management of various aspects of park services.

Issue - Unsettled matter, shortfall in existing services, dispute or problem in the Park, requiring resolution.

Nonpersonal - Services, facilities, materials, information which are not offered directly by a staff person eg. pamphlets, exhibits.

MYOP - Multi-year Operational Plan - is the process by which the park seeks financial and human resources for expenditures in the upcoming fiscal year. It is the basis for the park budget.

Operational Efficiencies - Typically are action items that lead to savings in person years or dollars. (eg. putting together a DOTs library of responses and preparing pre-trip information packages will dramatically reduce the time it takes to prepare high quality responses to public inquiries).

Opportunities - Circumstances or arrangements in which the park has a good chance to improve its management and/or facility/service offer; or an offering for visitors to utilize.

Park Activity (Trip Cycle) - The point in the trip cycle when visitors are doing things in the Park.

Park Expectations - The various dimensions of existing park management direction.

Personal - Services and information which is provided directly by park staff eg. guided walk, issuing a permit.

PIP - Project Initiation Process - is the process by which resources are sought to solve a problem or respond to an opportunity. Is a document which seeks management approval and the resources required.

Profile - A compilation of useful and pertinent information on a visitor activity group so as to better understand the visitor for more effective analysis and planning for park programs and services.

Service - It is what is needed to be provided to a visitor or potential visitor so that they can enjoy an activity or understand and appreciate a heritage resource; an act which gives (professional) aid, benefit or advantage to another or provides the use of something.

Service Priorities - The relative value of individual groups of facilities or services in the park(ie. the relative value of individual Picnic Sites). Priorities are used to help guide decisions.

Stakeholders - Groups of people and/or agencies who have an existing or potential interest in and relationship with the Park.

Strength(s) - Areas in park management and/or provision of services/facilities and/or aspects of the park which are positive aspects to build programs and services around.

Trip Cycle - The major stages in a visitors interaction with park services and facilities.

Trip Planning (Trip Cycle) - The point in the trip cycle when the person is aware of the park and is now planning a visit to it.

VAG's (Visitor Activity Groups) - Groupings of visitors according to the purpose of their visit, the activity they engage in while here and how they are managed. In this plan, a visitor is considered part of a VAG while engaged in a particular activity included in one of the groupings. A visitor could potentially be part of several VAG's during the course of their stay in the Park, should he/she participate in several activities.

VAMP - Visitor Activity Management Process. A client driven planning process.

Weaknesses - Areas in park management and/or provision of services/facilities which are presently not well handled in the park.

Yoho National Park
Service Plan

Appendices

Environment Canada

Canadian Parks Service

Western Region

APPENDICES

Introduction

The purpose of these appendices is to provide guidance for those individuals who will be involved in implementing the service plan. They will be particularly useful for A&E staff, General Works staff, Media Specialists, and park CCMs.

The following appendices are provided:

1. **Area Summaries**

   Appendix 1 provides a summary of action items by key areas in the park. It provides the implementor with a quick guide of the scope of work required in each area and the potential relationships between action items.

2. **Visitor Activity Group Profiles**

   Summary profiles of the six Visitor Activity Groups are provided in appendix 2. These should be used to help design various services and facilities to ensure a customer orientation is maintained.

3. **Action Item Priorities and Time Action Schedules**

   Relative priorities of operational and capital projects are identified in appendix 3. For the high priority capital items, time action schedules have been developed to aid in the phasing of work and help articulate what implementation will involve.

4. **Park Locations for Presenting Themes and Messages**

   Detailed messages and the best locations for presenting them are identified in appendix 4. These should be used during the development of media.

Appendix 1: Area Summaries

APPENDIX 1

AREA SUMMARIES

Introduction

The purpose of this section is to provide an overview of what needs to be done in each area of the park to implement the service plan.

Summaries are provided for the following park areas:

Page
A. Yoho Valley and Emerald Lake........................ 2
B. Trans Canada Highway/Kicking Horse Corridor........ 6
C. West End.. 9
D. Backcountry....................................... 12
E. Campgrounds....................................... 14

How to Use This Appendix

Find the area of the park you are interested in. Once you've found it you will find action item titles listed by the major service categories. The numbering of the service categories and action items is identical to that in the plan document to facilitate cross referencing.

A. YOHO VALLEY and EMERALD LAKE

The strategy for this area best reflects the overall strategies of this Service Plan. Visitors will be exposed to a variety of integrated recreational and educational opportunities. At nodes such as the Kicking Horse campground, Takakkaw Falls, and Emerald Lake visitors will be able to hike or stroll (even roll) a variety of trails. They will enjoy presentation of a variety of messages ranging from information and orientation to interpretation of global environmental messages. Resource management and administrative messages will be incorporated in a positive manner. While the presentation will be improved for the traditional day-user (Leisure Group and Package Group) it will be expanded to include the Active Group and Challenge Seeker.

Recognizing the network of trails already in place, the emphasis is on establishing new trails only when there is a great increase in benefit to the user with little impact on the environment. Some trails suggested in the Park Management Plan (eg. Sherbrooke to Takakkaw Falls) have not been recommended here while new ones do appear (eg. Hamilton Lake to Emerald Basin).

This plan is sensitive to user demand for certain facilities or experiences and suggests development or improvements to meet this demand. Examples include establishing or better defining Class C viewpoints along the parkways and improving backcountry campsites.

Of greatest concern in this very popular area of the park is the impact levels of use may have on the defined visitor experience and the environment. In response to this, a pilot project to test the Limits of Acceptable Change model in the Yoho Valley is proposed.

3.5 COMMUNICATION SERVICES

3.5.1 Awareness

3. Accompany symbols with text.

3.5.4 Arrival (Reception/Orientation/Information)

1. Classify trailheads.
2. Trailhead media.
4. Emergency radio telephone.
9. Brochure/map dispensers.
11. Clarify Takakkaw Falls walk-in status.
16. Update Climbing Guides.
23. Picnic Area/Viewpoint Media.
24. Develop Campground Media.

3.5.5 Interpretation and Extension

6. Park entrance and day use media.
7. Campground media.
9. Annotated Interpretive maps.
10. Self-guiding trails.
11. Interpretive guide.
12. Redevelop Kicking Horse Theatre.
18. Emerald Lake media.
30. Tour operator package.

3.6 RECREATION SERVICES

3.6.1 Hiking

3. Assess Point Lace trail.
4. Hamilton Lake/Emerald Lake loop.
5. Walk-in-the-Past loop.
6. Waterfall Valley Trail.
7. Skyline to Celeste Lake trail.
8. Sherbrooke Lake to Tak Falls.
13. Sandwich boards.

3.6.2 Backcountry Camping

1. Redevelop backcountry campgrounds.

3.6.8 Nordic Skiing

1. Trail grooming program.
2. Emerald Lake rental concession.

3.6.11 Snowshoeing

1. Snowshoe rental.

3.6.12 Pleasure Driving/Sightseeing (see also 3.5.13 Viewpoints)

1. Bicycle lane.
2. Feature identification signs.
3. Yoho Valley road gate.

3.6.13 Viewpoints

2. Pit privies and water at Natural Bridge and Spiral Tunnels.
3. Reconcile existing levels of service.
5. Yoho Valley road pull-offs.
6. Emerald Lake road pull-offs.

7. Other Class C opportunities.
8. Picnic Area / Viewpoint Media

3.6.14 Picnicking

1. Redevelop Kicking Horse overflow.
2. Picnic Area / Viewpoint media.
3. Redevelop Takakkaw Falls location.
4. Picnic shelters.
7. Amiskwi directional signs.

3.6.15 Frontcountry Camping

1. Update Campground Report.
2. Replace Playground Equipment.
3. Relocate sewage dumping station.
4. Campground media.
5. Disabled access.
6. Redevelop Kicking Horse theatre.
7. Campsite occupancy medium.
8. Separation of tents and RVs.
13. Develop group campground.
14. Radio phones.
17. Expand Takakkaw Falls.
19. Tent pads at Takakkaw Falls.
20. Redevelop the Kicking Horse Overflow.

3.6.16 Walking (Strolling)

2. New strolling opportunities.

3.6.17 Lake Canoeing

1. Public canoe launch.

3.6.18 Fishing

1. Disabled access fishing opportunity.

3.6.19 Horseback Riding (Day trips)

1. Trail maintenance agreement.

3.6.20 Bus Touring

1. Upgrade Interpretive exhibits.
2. Emerald Lake media.

6. Passenger loading/unloading policy at Emerald Lake.
8. Natural Bridge improvements.

3.6.22 Challenge Seeking

2. Winter shelter at Takakkaw Falls.

3.7 SERVICES FOR DISABLED PERSONS

2. Frontcountry campgrounds.
3. Strolling opportunities.
5. Kicking Horse theatre.
6. Takakkaw Falls day-use area.
7. Fishing Opportunity.
8. Emerald Lake.
11. Information/orientation media.

3.8 SUPPORT SERVICES

2. Whiskey Jack Youth Hostel.
4. Hostel showers.
8. Firewood Strategy.

3.9 VISITOR USE and PROMOTION

3.9.1 Active Group

1. Limits of Acceptable Change (LAC).

3.9.3 Package Groups

1. Mountain park strategy.

3.9.6 Through Traffic

1. Use public media to encourage shoulder season campground use.

3.11 FEEDBACK, SOCIO-ECONOMIC INFORMATION, and MONITORING

1. Data Plan
3. Visitor Feedback forms.
6. Standard surveys.

B. TRANS-CANADA HIGHWAY / KICKING HORSE CORRIDOR

The primary issues in this area of the park are highway safety and increasing the public's awareness of entering and leaving Yoho National Park. Also, included here are improvements to picnic areas and viewpoints mostly with respect to communications. The premise established is that although the Trans-Canada Highway is a major transportation route it still has a role as a scenic highway within a national park.

3.5 COMMUNICATION SERVICES

3.5.1 Awareness

3. Accompany symbols with text.

3.5.2 Trip Planning

4. Weather information with road information.

3.5.3 Enroute

1. Highway signs.
2. Review 3rd party road maps.

3.5.4 Arrival (Reception/Orientation/Information)

8. Entrance/exit communications package.
15. Highway safety messages - Park's Companion.
23. Picnic Area/Viewpoint Media.

3.5.5 Interpretation and Extension

6. Park entrance and day use media.
10. Self-guiding trails.
11. Interpretive guide.
19. Highway mortality flagging.

3.6 RECREATION SERVICES

3.6.4 Trail Bicycling

3. Kicking Horse fireroad.

3.6.5 Highway Bicycling

1. Motorists' communications strategy.
2. Bicyclists' needs in highway plans.

3.6.6 River Canoeing and Rafting

1. River Guide.
2. Warning Signs.

3.6.12 Pleasure Driving/Sightseeing (see also 3.5.13 Viewpoints)

2. Feature identification signs.

3.6.13 Viewpoints

1. New site in west end.
3. Reconcile existing levels of service.
4. Close Wapta TCH pull-off.
8. Picnic Area / Viewpoint Media

3.6.14 Picnicking

2. Picnic Area / Viewpoint media.
9. Finn Creek strolling.
10. Avalanche picnic site.
11. Close Sink Lake.

3.6.15 Frontcountry Camping

See Area Summary entitled "Campgrounds".

3.6.20 Bus Touring

9. Spiral Tunnels upgrade.
10. Spiral Tunnels toilets and water.
11. Spiral Tunnels train arrival medium.

3.6.23 Through Traffic

1. Train station media.
2. National park TCH logo.
3. Highway signs re:bicyclists.
4. Overhead roadway signs.
5. Hazard awareness and orientation media.
6. "Closed" slashes on facility signs.

3.7 SERVICES FOR DISABLED PERSONS

1. Spiral Tunnels.
9. Information Centre.
10. Administration Centre.

3.8 SUPPORT SERVICES

1. Low cost accommodation.
5. West Louise lodge.
6. Restaurant in Field.

3.9 VISITOR USE and PROMOTION

3.8.6 Through Traffic

3. "CLOSED" slashes on highway signs.

3.10 REGIONAL INTEGRATION and PARTNERSHIPS

2. Golden triangle media.

3.11 FEEDBACK, SOCIO-ECONOMIC INFORMATION, and MONITORING

1. Data Plan.
2. Visitor Centre counters.
3. Visitor Feedback forms.
4. Video monitoring.
7. Exit survey.

C. WEST END

The action items listed here clearly reflect the need for improvements as suggested by visitors in various surveys and in visitor commment sheets (levelling sites at Hoodoo Creek campground, replacing fireboxes with firepits). It also reflects the need for improvement as perceived by park management (improved communications, improved integration). Above all, though, it reflects two courses of action recommended within the Park Management Plan - first, implement the Leanchoil proposal and second, increase use in the west end of the park.

3.5 COMMUNICATION SERVICES

3.5.4 Arrival (Reception/Orientation/Information)

1. Classify trailheads.
2. Trailhead media.
3. Self-registration stations.
4. Emergency radio telephones.
7. Campground status highway signs.
8. Entrance/exit communications package.
9. Brochure/map dispensers.
12. West end personal service.
23. Picnic area/viewpoint media.
24. Campground media.

3.5.5 Interpretaion and Extension

6. Park Entrance and Day-use media.
7. Campground media.
10. Self-guiding trails.
11. Interpretive guide.
13. Hoodoo Creek theatre.

3.6 RECREATION SERVICES

3.6.1 Hiking

1. Remove cabins.
2. Leanchoil day-use area.

3.6.4 Trail Bicycling

2. Ice River loop.
3. Kicking Horse fireroad.

3.6.6 River Canoeing and Rafting

2. Warning signs.
4. Wapta Falls portage.

3.6.12 Pleasure Driving/Sightseeing

2. Feature identification signs.

3.6.13 Viewpoints

1. New site in west end.
3. Reconcile existing levels of service.
8. Picnic area / viewpoint media.

3.6.14 Picnicking

2. Picnic area / viewpoint media.
4. Picnic shelters.
5. Develop Leanchoil.
10. Avalanche picnic site.

3.6.15 Frontcountry Camping

2. Replace playground equipment.
4. Campground media.
5. Disabled access.
7. Campsite occupancy medium.
8. Separation of tents and RVs.
9. Enlarge and level sites and Hoodoo Creek.
10. Self-registration structure (Hoodoos).
11. Hot showers at Hoodoo Creek.
12. Loop gates at Hoodoo Creek.
14. Radio phones.
15. Replace Chancellor Peak pit privies.
16. Chancellor Peak trail linkages.

3.6.16 Walking (Strolling)

2. New strolling opportunities.

3.7 SERVICES FOR DISABLED PERSONS

2. Frontcountry campgrounds.
3. Strolling opportunities.
4. Chancellor Peak pit privies.

3.8 SUPPORT SERVICES

8. Firewood strategy.

3.9 VISITOR USE and PROMOTION

3.8.2 Leisure Group

2. Staff to promote west end and shoulder season opportunities.
3. West gate orientation.
4. Campground status signs.
5. 'Highline' to promote west end and shoulder season.
6. Encourage other CPS centres to promote.

D. BACKCOUNTRY

The short list of items for this portion of the park reflects the desired experience of a minimum of manmade intrusions. In some cases existing developments are to be removed (eg. warden cabins). Communications are to be greatly improved, particularly at trailheads and interpretive media are to be developed to target the Active and Challenge Seeker groups, the greatest users of the backcountry.

3.5 COMMUNICATION SERVICES

3.5.4 Arrival (Reception/Orientation/Information)

2. Trailhead media.
5. Separate backcountry counter.
13. Boundary sign messages.
16. Update climbing guide.
22. Trail biking information.

3.5.5 Interpretation and Extension

9. Annotated interpretive maps.
11. Interpretive guide.

3.6 RECREATION SERVICES

3.6.1 Hiking

1. Remove cabins.
2. Assess Point Lace trail.
4. Hamilton Lake/emerald Lake loop.
6. Waterfall Valley trail.
7. Skyline to Celeste Lake trail.
8. Sherbrooke Lake to Takakkaw Falls.
9. Meetings with Regional agencies.

3.6.2 Backcountry Camping

1. Redevelop backcountry campsites.
2. Maintain Float Creek campground.
3. Remove fireboxes at McArthur.

3.6.3 Backcountry Horseback Riding

1. Park standing order on horse use.

3.6.4 Trail Bicycling

1. Guidelines for bicycle trails.
2. Ice river loop.
3. Kicking Horse fireroad.
5. Third party maintenance.
6. Annually assess bicycle trails.

3.6.6 River Canoeing and Rafting

4. Wapta Falls portage.

3.6.7 Winter camping

2. Random camping information.

3.9 VISITOR USE and PROMOTION

3.9.1 Active Group

1. Limits of Acceptable Change (LAC).

3.10 REGIONAL INTEGRATION and PARTNERSHIPS

4. B.C. Forestry backcountry information.

3.11 FEEDBACK, SOCIO-ECONOMIC INFORMATION, and MONITORING

1. Data Plan
6. Standard surveys.
12. Feedback for Climbing Guide.

E. CAMPGROUNDS

Much of the direction proposed in this section is a result of an analysis of the 1987 Camper Satisfaction Survey and Visitor Comment Summaries as collected over the last several years. A variety of service improvements are recommended in the context of providing a complete package of opportunities from one base location. Orienting visitors to the improved and integrated package will be achieved through new, high quality exhibit panels at each campgroud.

3.5 COMMUNICATION SERVICES

3.5.4 Arrival (Reception/Orientation/Information)

3. Self-registration stations.
4. Emergency radio telephone.
7. Campground status highway signs.
11. Clarify Takakkaw Falls walk-in status.
14. Determine role of campground residences.
24. Develop Campground Media.

3.5.5 Interpretation and Extension

7. Campground media.
10. Self-guiding trails.
12. Redevelop Kicking Horse Theatre.
13. Hoodoo Creek Theatre.

3.6 RECREATION SERVICES

3.6.1 Hiking

5. Walk-in-the-Past loop.

3.6.5 Highway Bicycling

3. Cyclists' campsite.

3.6.14 Picnicking

1. Redevelop Kicking Horse overflow.

3.6.15 Frontcountry Camping

2. Replace Playground Equipment.
3. Relocate sewage dumping station.
4. Campground media.
5. Disabled access.
6. Redevelop Kicking Horse theatre.

7. Campsite occupancy medium.
8. Separation of tents and RVs.
9. Enlarge and level sites at Hoodoo Creek.
10. Self-registration structure (Hoodoos).
11. Hot showers at Hoodoo Creek.
12. Loop gates at Hoodoo Creek.
13. Develop group campground.
14. Radio phones.
15. Replace Chancellor Peak privies.
16. Chancellor Peak trail linkages.
17. Expand Takakkaw Falls.
18. Purchase pushcarts.
19. Tent pads at Takakkaw Falls.
20. Redevelop the Kicking Horse Overflow.
21. Group camping reservation policy.

3.7 SERVICES FOR DISABLED PERSONS

2. Frontcountry campgrounds.
3. Strolling opportunities.
4. Chancellor Peak pit privies.
5. Kicking Horse theatre.
11. Information/orientation media.

3.8 SUPPORT SERVICES

8. Firewood Strategy.

3.9 VISITOR USE and PROMOTION

3.9.2 Leisure Group

4. Campground status signs.

3.9.6 Through Traffic

1. Use public media to encourage shoulder season campground use.

3.11 FEEDBACK, SOCIO-ECONOMIC INFORMATION, and MONITORING

3. Visitor Feedback forms.
6. Standard surveys.
11. PURDS.

Appendix 2 : Summary Profiles

APPENDIX 2 - VISITOR ACTIVITY GROUP PROFILES

1.0 Introduction

Activities which Yoho visitors currently participate in were reviewed by the planning team. For each of the 27 activities the key benefits or experience that the visitor sought were identified. Based on similar benefits or experiences sought the activities were organized into six Visitor Activity Groups (VAGs). Profiles were developed for each of the VAGs detailing activity descriptions, visitor expectations and interests, market characteristics, trends and current use statistics, activity and service requirements and management concerns. The six groups were then priorized based on the following marketing criteria:

Profitability - revenue generation potential or long term support for the park mandate

Measurability - can numbers and characterisitcs actually be measured

Accessibility - we must be able to reach the target group and likewise they must be able to reach us

Substantial - the group must be of sufficient size to justify managing it separately

Defensibility - the group must possess characteristics that are sufficiently unusual to justify special management strategies

Durability - we should expect that the group will remain viable over a period of time and not simply be based on a fad

Competitiveness - it is desirable that we have a definite advantage over our competitors in serving the needs and wants of the group

The groups in order of priority are:

Active Group
Leisure Group
--> HIGH

Package Groups
Heritage Appreciators
--> MEDIUM

Challenge Seekers
Through Traffic
--> LOW

2.0 Summary Profiles

Profiles of each Visitor Activity Group are presented in the next few pages including definitions, statistical trends, important characteristics and basic needs, and management concerns for each group. These profiles were developed based on existing information and represent only one way to segment visitors. Increased understanding of current and potential visitors may lead to more refined groupings in the future.

The Situation Analysis Document (VAMP Data Base) contains detailed profiles of each activity, references, and details on trends. This document is located in the park.

2.1 Active Group

Definition of Group:

Those visitors who partake in activities that involve a medium of risk and adventure. They want to explore the park on its own terms with a minimum of man-made intrusions. They are interested in a physical challenge when the rewards (natural mountain setting, dramatic setting) are high. Activities include hiking, backcountry camping, nordic skiing, ski touring, dogsledding, bicycling (trail and highway), horseback riding (longer trips), snowshoeing, winter camping, river canoeing and rafting.

Statistics:

ACTIVITY	NUMBER	TREND
Hiking	20,000(E)	Stable
Backcountry Camping	2500 person nights	Decreasing
Ski Touring/Nordic skiing	2000(E)	Increasing
Dogsledding	100	Increasing
Trail Bicycling	200(E)	Increasing
(Long) Horseback Riding	30(E)	Stable
Snowshoeing	50(E)	Stable
Highway Bicycling	2000(E)	Increasing
Winter Camping	81 (1985) visitor nights	Stable
River Canoeing	75	Stable

Trends:

An increasing average age of the population may lead to lower demands on the backcountry. This may be compounded by the trend towards "challenge by day - comfort by night". Developments in recreation technology may cause conflicts between users (eg. mountain bikes, use of portable drills for rock climbing).

Important characteristics:
This group is the greatest user of the backcountry. Individuals from this group are mostly from Alberta & B.C. with an increase in the proportion of West Germans. While activities occur throughout the year summer is by the far the most heavily used season. Use is concentrated in the Yoho/Little Yoho and Lake O'Hara areas. These visitors generally have a higher level of education than the general public.

Basic Needs:

Pretrip:
- knowledge of opportunities & associated facilities; cost and timing of activity (horse and dog sledding concessions); registration/permit requirements; where to check in; snow/avalanche/weather report; location of park, accommodation, facilities; any restrictions on their activity (eg. backcountry groups limited to 10 per group); alternatives to busy highway routes; best time for activity

Enroute:
- good highway directional and distance signage; road maps; gas, food, washrooms; road conditions esp. in winter

Arrival:
- directions to trailheads, washrooms; (snack)food outlet; easy access to registration, weather forecast, and bear report; timing and cost of activity; what opportunities for rental of equipment are available; where are we allowed to go (eg. trail bikers); where are guides or instructors, if they are available; general orientation to park

During activity:
- difficulty rating of trail (skiing, trail biking); clear directional signage; clear indication of user groups permitted on the trail; where are the hazards?; prepared trails (skiers, dogsledders); trails designated for specific activites; tent pads, bear poles, fireplaces, firewood;

After activity:
- washroom, accommodation; regularly-spaced accommodation points for hwy cyclists (eg. hostels); showers

Management Concerns:
Among resource management concerns are soil compaction/vegetation trampling, dog/wildlife encounters, dog feces (giardia & helminth larval egg transmission), damage by horses and trail bikes, and the effect of skiers on wintering ungulates. Prime Public Safety concerns include bicyclists along highway and avalanche awareness.

2.2 Leisure Group

Definition:

Those visitors who partake in activities that involve relatively little energy expenditure and risk and a high degree of security. They want to be in a natural seting but not isolated and to undertake a variety of activities. They want some comforts. Activities include picnicking, pleasure driving/sightseeing, lake canoeing, walking, frontcountry camping, and attending interpretive events.

Statistics:

ACTIVITY	NUMBER	TREND
Lake Canoeing (boating)	3000/yr(E)	Stable
Sightseeing/Pleasure Driving		Increasing
Picnicking		Increasing
Horseback Riding ("pony rides")		Stable
Walking		Increasing
Fishing	1300/yr(E)	Increasing
Frontcountry Camping		Cyclical

Campground	Party nights
Kicking Horse	8300
Takakkaw Falls	1214
Hoodoos	4000
Chancellor Peak	4000
TOTAL	17514

Trends:

The increasing average age of the population may result in an increase in the numbers in this group. The demands for comfort (evident in the high percentage of RV owners in this group) may require upgrades to our campground offer.

Important Characteristics:

This group places the greatest demand on our frontcountry facilities. It has a high proportion of families and edlerly people. Visitors in this group generally have a low awareness of national parks' mandate and regulations but are willing to comply once made aware. They know little about what the national park can offer and look for guidance on planning their stay.

Basic Needs:

Pretrip:
- when and where opportunities available
- cost of activity ie. associated rentals, fishing licences

- info on accommodation (cost, distance from activity, quality, type)
- what are the family opportunities
- reservation system for frontcountry campsites

Enroute:
- clear directional and distance signage
- road map
- washrooms and food and gas outlets

Arrival:
- clear direction to Information facilities, check-in locations
- info on associated dangers
- washrooms, food
- location of alternative scenic routes with little traffic
- location of alternative campgrounds including those outside the park if the desired campground is full
- availability of permits

During:
- highway signs
- basic 'how to' tips on activity eg. canoeing, fishing, horse riding
- distance markers
- souvenirs, post cards
- designated camp sites, picnic tables, fire pits
- showers
- playgrounds
- pull-offs at particularly scenic places

After activity:
- washrooms, showers, food

Management Concerns:

The low level of awareness within this group and the demands for facility may put pressure on the parks for more development. Feeding of wildlife is a common problem with people in this group.

2.3 Heritage Appreciators

Definition:

Those people whose primary purpose is to learn about the park's resources. This includes researchers, educational groups, extension groups, and professional writers and photographers, both within and outside the park.

Statistics:

ACTIVITY	NUMBER	TREND
Researchers	20(E)	Stable
Artists	20(E)	Stable
Professional Writers and Photographers	10(E)	Increasing (currently)
Educational Groups	700 individuals(E)	Stable

Trends:

The recent high profile of the Burgess Shales may cause an increase in this group at least in the short term. The growing concern for the environment may lead to long term increases in this group. The increasing age of the population may also place demands for more cultural interpretation.

Important Characteristics:

Members of this group quite often possess a post-secondary education. Prior to their trip they usually make arrangements for a park contact during their trip. Often these people can place great demands on staff time prior to, during, and even after their trip. These people often have a high level of awareness of the parks' mandate and posess a great potential to pass the message on (multiplier effect).

Basic Needs:

Pretrip:
- package of information (eg. teacher's guide) on important park resources and how to get access eg. trails, regulations, distances
- identified park contact who can help with their specific information needs
- collecting permit (esp. researchers)
- knowledge of current abundance or availability of resource
- info on accommodation
- info on opportunities

Enroute
- good road directional and distance signage
- gas, food, and washroom outlets

Arrival
- easy access to registration if required
- schedule and location of interpretive activities
- easy access to park staff
- orientation to resource

During activity
- recent sitings
- map that they can take showing resource location
- library or other park documents
- names of flowers, wildlife, main peaks, etc.
- binoculars, telescopes, cameras, magnifying glasses, field guides, notepads, sketch pad/canvasses, pencils/pens/paints/brushes
- interpretive signs/programs
- checklists, field guides specific to Yoho
- Interpretive Centre or alternatively a place to converse with staff and examine collections
- professional, knowledgeable staff

After activity:
- recognition of accomplishment (photos, story, bird sitings)
- method of contributing new sitings to park inventory

Management Concerns:

Unauthorized collection of resources may occur. Another problem is getting too close to wildlife to get photos.

2.4 Package Groups

Definition:

Those visitors who are in the park as part of a group, are on a set schedule, and often seek information and services in a package form. They want trip details to be taken care of. They seek the 'hot spots' to see. Visitors in this group include bus tour groups, convention participants, and skill development groups.

Statistics:

ACTIVITY	NUMBER	TREND
Convention Participants	3000 (E)	Increasing
Bus tourers	28,000 (E)	Increasing
Skill development groups		Increasing

Trends:

The increasing age of the general population may lead to an increase in this group, however, this may be moderated by the increasing trend towards self-reliance in travel. The fact that people will be travelling further abroad suggests that we will see more people from outside the Western Canada/NE States region.

Important Characteristics:

This group has a high proportion of elderly people and consequently benefit from any developments designed for disabled persons. These groups go to specific locations and can therefore be easily targetted for messages.

Basic Needs:

Pretrip:
- information on the main attractions, facilities, activities, park experiences, hours of operation.
- Pre-bookings permitted.
- cost of package plus services included in package

Enroute
- pull-offs at scenic locations
- washrooms, food, gas

Arrival
- Visitor Centre to capture overall picture of area and to be an experience in itself
- washrooms
- sufficient, well-marked parking space
- what is available and how long will it take?

During activity
- identification of interesting or eye-catching features along the highway
- "the" features especially wildlife and flowers
- a choice of planned activities
- activities for spouses (VERY important for Convention participants)
- Post Office
- post cards & souvenirs
- film
- scenic pull-offs
- interpretive signs at scenic pulloffs describing the feature
- washrooms

After activity:
- fine dining
- comfortable accommodation

Management Concerns:

Bus tours often usually go to the same locations and often duri the same time of day. This creates overcrowding at many of th parking lots at these facilties. This crowding can also creat conflicts with those users who are looking for some solitude while in the park. With skill development groups a concern to addressed is that of group size in the backcountry.

2.5 Challenge Seekers

Definition:

Those visitors who participate in activities requiring high levels of skill and risk. The desire to obtain these benefits reduces the importance of the setting ie. prepared to ice climb within the transporation corridor. Activities include rock climbing, ice climbing, mountaineering, ski mountaineering, kayaking, and caving.

Statistics:

ACTIVITY	NUMBER	TREND
Rock Climbing	50	Increase
Mountaineering	1000	Increase
Ice Climbing	350	Increase
Ski Mountaineering	1500	Increase
Kayaking	<10	Stable
Caving	<10	Stable

Trends:

Increases in technology may make aspects of these activities easier causing the more dedicated to seek more extreme challenges. These technological changes may also bring into question the appropriateness of these activities. There appears to be an emerging trend in this group of "challenge by day - comfort by night" whereby they seek quality accommodation and meals.

Important Characteristics:

These visitor use the park throughout the year with use concentrated in the Yoho/Little Yoho and Lake O'Hara areas in the summer and the Wapta Icefields and Field (ice climbing) areas in the winter. Members of this group are extremely self-sufficient and usually do alot of pretrip planning. They arrive in the park knowing what they want to do and where, do it and leave, often not coming in contact with park staff except to register on occasion.

Basic Needs:

Pretrip:
- what and where are the opportunities, accommodation, etc.
- report of current conditions (weather, avalanche, ice, etc).
- any current restrictions on activity
- relevant regulations, if any
- unique hazards in area associated with activity
- degree of difficulty of activity in this area
- maps
- accompanying services (eg.accommodation, outfitters, food)

Enroute:
- good highway directional signage
- maps
- gas, washroom, and food outlets

Arrival:
- easy access to registration, if required
- very current info on conditions and forecasts
- parking
- washrooms
- more specific info to 'fine tune' pretrip info
- cheap accomodation, restaurants

During activity:
- know exactly where they are at a given time
- distances to such things as portages, alpine huts, camping areas, and difficult areas
- current hazard report
- maps
- rescue service, huts/shelters, way of getting emergency message out (to wardens, RCMP)

After activity:
- alpine huts (climbers, mountaineers)
- campsites or camping areas (usu. primitive)
- showers, toilets, food, place to relax/socialize with others of similar activity
- way to report back on conditions, get info out to others

Management Concerns:
Because these visitors often seek their challenges away from established facilities prime concerns include creation of trails where they do not exist, vegetation trampling, and waste disposal. These problems are compounded by the difficulty in contacting these people for communication.

2.6 Through Traffic

Definition:

Those people travelling through the Kicking Horse Corridor with no intention of stopping but may on occasion stop for gas, food, overnight accommodation, or to use washrooms. This group includes both private and commercial highway traffic as well as passenger train users.

Statistics:

ACTIVITY	NUMBER	TREND
Highway traffic	1 million	Increasing (% of commercial traffic is increasing)
Passenger train	?	?

Trends:

The volume of traffic is increasing, however the amount of commercial traffic is increasing at a greater rate.

Important Characteristics:

This group as well as its associated facilities and services have great impacts on park management, however, this is a difficult group to reach with park messages. They usually spend no more than 2 hours in the park and are often not aware that they are in a park.

Basic Needs:

Pretrip:
- map
- location of services
- road conditions (accommodation, food)
- class of highway
- length of trip in hours

Enroute:
- good, clear road directional and distance signage
- quick access to desired services
- road map
- rest areas
- road conditions

Arrival:
- not to have to stop at park entrance gates

During activity:
- distances to next services, major centres
- services available at next location
- local radio station and its frequency
- how to get to emergency contacts eg. RCMP, towing service
- passing lanes
- runaway lanes
- good separation from cyclists, slower traffic, and wildlife
- clearly marked intersections
- emergency services eg. tow trucks, RCMP
- gas stations

After activity:
- food, water, washrooms
- rest area, accommodation, bar, food

Management Concerns:

The major management concerns revolve around conflicts - conflicts between highway traffic and cyclists, between highway traffic and wildlife, and between slow moving sightseeing traffic and true through traffic.

Appendix 3 : Priorities and Time Action Schedules

APPENDIX 3

1.0 Action Item Priorities and Time Action Schedules

This Appendix provides information on broad priorities, major capital project detailed priorities, and time action schedules for these same capital projects.

1.1 Introduction

It is not possible to implement all action items right away. Accordingly, priorities are established. All action items were quickly assessed to determine degree of impact versus the resources required for implementation. As such the following priority categories were established:

A...low cost/high impact
B...high cost/high impact
C...low cost/low impact
D...high cost/low impact

Definitions:

Low Cost: any action item that does not require additional person years and costs less than 10.0 dollars to implement. These are typically operational projects.

High Cost: any action item requiring more than 10.0 dollars or additional person years to implement. These are typically capital projects.

High Impact: any action item that would have a significant effect on large numbers of visitors or a priority Visitor Activity Group or a significant positive influence on park operations

Low Impact: any action item that would have an effect on limited numbers of visitors or has marginal or negative influence on operational efficiencies.

High priority O&M projects (Category "A") were not priorized against each other as park managers felt that these could be accomplished within the first two years. Phasing of implementation will be based primarily on work scheduling and can be found in section 4.2 of the plan document.

Capital projects were further priorized (Section 1.3) using additional criteria including support of the Regional Strategic Plan, the Park Management Plan, heritage presentation, and resource protection as well as priority of the VAG(s) affected and the relevance to trends as per the following scoring system.

1.2 Action Items by Priority Category

Priority A - LOW COST / HIGH IMPACT

- Assess Point Lace Loop Trail
- B.C. Meetings with Regional Agencies
- Assess L. O'Hara Trail Guidelines
- Prepare Trailhead Sandwich Boards
- Maintain File of Trail Distances
- Horse use policy
- Annually assess bicycle trails
- Wapta Falls portage
- Camping/voluntary safety registration info
- Trail Grooming program
- Emerald Sports concession agreement
- Parking lot snow clearing
- ID Yoho Valley road pulloffs
- Investigate other pulloff opportunities
- Reassess Tak Falls picnic area location
- Update Campground Report
- Campsite occupancy medium
- Hoodoo Creek self-registration kiosk
- Remove Hoodoo theatre electronic equipment
- Purchase pushcarts for Tak Falls
- Reservation policy for group camping
- Fishing info into orientation sessions
- Develop tour operator information package
- Assign bus tour park contact
- Develop address list of bus tour operators
- Bus passenger loading/unloading at E. Lake
- Incorporate interp testing in guiding exams
- Relocate Youth hostel, convert in interim
- Prepare targeted interpretive articles
- Incorporate minimum impact & mandate messages into media
- Highway bicycle awareness signs
- "Closed" slashes on highway facility signs
- Develop stakeholder mailing list
- Include awareness messages in Redbook covering letter
- Text included with Beaver and CPS symbols
- Create a DOTS library of pretrip information
- Yoho phone number in Calgary phone book
- 24-hr. condition report phone line
- General Info package to key info outlets
- Orientation sessions to Golden tourism people
- Separate "343-YOHO" line
- Cooperate agreement to handle mail-out requests
- Update Redbook and put on DOTS
- Review 3rd party publications
- Determine classification of trailheads
- Separate backcountry counter
- Install brochure/map dispensers
- Determine role of campground residences
- Promote highway safety messages in Park's Companion
- Develop system for sharing of trail information
- Purchase and install Info Centre DOTS terminal
- Install trail rating media for ski trails
- Develop annotated info packages on park themes
- Incorporate communication strategy into research projects

- Annual theme-specific field trips for park staff/public
- Assess O&M implications of Visitor use Objectives
- Promote west end and shoulder season opportunities
- Promote campground use during shoulder season
- Encourage WRO membership in tourism associations
- Coordinate with 3rd parties for Golden Triangle media
- Include regional opportunities in Training Manual
- Provide Redbook to local outlets
- Distribute Park's Companion at local outlets
- Visitor feedback forms at all major visitor facilities
- Compile existing raw data
- replace existing trail survey forms
- Request regional office to provide trends information
- Improve filing system for visitor data
- Monitor demand for additional low cost accommodation
- Include local support service info in pretrip packages
- Encourage family restaurant in Field
- Develop third party agreement for Burgess Shale walks
- Incorporate public safety into concessionaire training
- Info Centre Wilderness position or warden shift

PRIORITY B - HIGH COST / HIGH IMPACT

- Create Walk in the Past Loop
- Adjust Trail Maintenance to Reflect Levels of Service
- Redevelop B.C. Campgrounds
- Bicyclists' needs in highway upgrade
- Front campground bear-proof storage
- Feature ID signs
- New east bound picnic site
- Pit privies/water to Spiral Tunnels & Natural Bridge
- Levels of service for picnic areas/viewpoints
- Pulloffs along the Emerald Lake road
- Kicking Horse Overflow redevelopment
- Develop picnic area media
- Picnic shelter at Tak Falls
- Leanchoil Day-use Area
- Relieve congestion at Great Divide
- Improve Natural Bridge intersection
- Replace playground equipment
- Firepits at KH campground RV circle
- Remove KH campground sewage dumping station
- Campground media
- Redevelop Kicking Horse campground
- RV & tenter separation
- RV sites at Hoodoo Creek campground
- Showers at Hoodoo Creek
- Install loop gates at Hoodoos
- Establish Group campground
- Replace Chancellor Peak privies
- Develop Chancellor Peak trail linkages
- Monitor use levels at Tak Falls campground
- Soften tent pads at Tak Falls
- Redevelop Tak Falls day-use area
- Investigate new strolling opportunities
- Implement horse trail maintenance program

- Upgrade Natural Bridge and Tak Falls interp media
- Develop Emerald Lake bus tour media
- Develop a bus turn-around at the Great Divide.
- Parking definition and traffic flow at the Natural Bridge.
- Redevelop Spiral Tunnels
- Spiral Tunnels train arrival medium
- Establish overhead roadway signs
- Develop hazard awareness media
- Install signs stating "Yoho (x) kms"
- Develop trailhead media
- Develop campground status signs
- Develop entrance/exit media
- West end personal service
- Park resource centre
- Annotated interpretive maps
- Self-guiding trail loops at campgrounds
- Develop a Yoho interpretive guidebook
- Disabled access - Info Centre
- Disabled access - Spiral Tunnels
- Disabled access - frontcountry campgrounds
- Disabled access - strolling opportunities at campgrounds
- Disabled access - Chancellor Peak privies
- Disabled access - Kicking Horse theatre
- Disabled access - Tak Falls trail
- Disabled access - Tak Falls
- Disabled access - fishing opportunity
- Determine levels of acceptable social and environmental change
- Shoulder season promotional strategy
- Investigate cross marketing
- Regional marketing strategy
- Explore joint marketing opportunities
- Kicking Horse River recreation plan
- Visitor Centre counters
- PURDS/VAMP Data Plan
- Camper satisfaction and Trail surveys
- Exit surveys
- Media evaluation
- Pursue PURDS
- Firewood strategy

PRIORITY C - LOW COST / LOW IMPACT

- Update Horse Use Standing Orders
- Develop Bicycle Trail Guidelines
- Upgrade Trail Bicycling Info
- Investigate 3rd Party Involvement in Bicycle Maintenance
- Communications strategy for motorists
- Cyclists-only campsite
- Canoeists' hazard warning sign at Leanchoil
- Visitor feedback strategy
- random camping info into the backcountry guide
- regional opportunities communication
- Dogsledding as restricted activity
- permit/data collection for dogsledding
- Encourage Emerald Sports to continue to rent snowshoes
- Information to not walk on set ski tracks
- Close the Wapta TCH pull-off
- Canoe rentals at Lake O'Hara
- Bus tour souvenirs
- Information kit for groups larger than 10
- Portable toilet and trailhead stand at backroad parking lot
- Logo for the national park section of the TCH
- Weather info in conjunction with the road condition info
- Voluntary registration info
- Identify Takakkaw Falls campground as a walk-in campground
- Park mission statement on boundary signs
- Update the Climbing Guides
- Books about routes available at the Information Centre
- Modify trail bicycling information/orientation
- Ecological history of Yoho National Park
- Coordinate backcountry info with B.C. Forests
- Staff and visitors to add comments to Climbing Guide

PRIORITY D - HIGH COST / LOW IMPACT

- Remove Warden Cabins
- Develop Hamilton/Emerald Loop Trail
- Develop Waterfall Valley Trail
- Monitor Redevelopment Demand for Skyline to Celeste Lake
- Relocate Burgess Pass Trailhead
- Install Ross Lake Toilets & Garbage can
- Develop Ice River Bicycle Trail
- River guide
- Emerald Lake road and Highway 1A bicycle lane
- Amiskwi picnic site to the west side of Amiskwi River
- Maintain Avalanche picnic site until development of Leanchoil
- Close Sink Lake
- Radio phones
- Formal launch site at Emerald Lake for private canoe owners
- Souvenir handout for bus tour individuals
- Interpretive media at the Field train station
- Sheltered self-registration stations

1.3 Priorities for Category "B" Capital Projects

Action Item	WRO Strat Plan 4		Park Mgmt Plan 4		Res Prot 3		Her Pres 3		VAGs 1		Trends 2		TOTAL SCORE
1 Determine levels of acceptable change	2	8	2	8	2	6	2	6	12	12	2	4	44
2 Data Plan	2	8	2	8	2	6	2	6	12	12	2	4	44
3 Kicking Horse Overflow redevelopment	2	8	2	8	2	6	2	6	10	10	2	4	42
4 Develop entrance/exit media	2	8	2	8	2	6	2	6	12	12	1	2	42
5 Kicking Horse Corridor recreation plan	2	8	2	8	2	6	2	6	10	10	2	4	42
6 Develop campground media	2	8	2	8	2	6	2	6	10	10	1	2	40
7 Disabled access - Info Centre	2	8	2	8	2	6	2	6	6	6	2	4	38
8 Develop picnic area/viewpoint media	2	8	2	8	2	6	2	6	6	6	2	4	38
9 Redevelop Tak Falls day-use area	2	8	2	8	1	3	2	6	7	7	2	4	36
10 Adjust trail maintainence	2	8	2	8	2	6	1	3	9	9	1	2	36
11 Establish Overhead roadway signs	2	8	2	8	2	6	0	0	12	12	1	2	36
12 Develop trailhead media	1	4	2	8	2	6	2	6	9	9	1	2	35
13 Disabled access - Spiral Tunnels exhibit	2	8	2	8	1	3	2	6	5	5	2	4	34
14 Disabled access - campground theatres	2	8	2	8	1	3	2	6	5	5	2	4	34
15 Disabled access - strolling opportunities	2	8	2	8	1	3	2	6	5	5	2	4	34
16 Develop Leanchoil area	1	4	2	8	1	3	2	6	8	8	2	4	33
17 Disabled access - Frontcountry campgrounds	2	8	2	8	1	3	2	6	3	3	2	4	32
18 Develop interpretive guidebook	1	4	1	4	2	6	2	6	10	10	1	2	32
19 Install 'Yoho (x)kms' signs	2	8	1	4	1	3	1	3	12	12	1	2	32
20 Bicyclists' needs in highway upgrade	1	4	2	8	1	3	1	3	9	9	2	4	31
21 Park resource centre	2	8	1	4	2	6	2	6	3	3	2	4	31
22 Redevelop BC campgrounds	2	8	2	8	2	6	1	3	4	4	1	2	31
23 Redevelop Kicking Horse theatre	2	8	1	4	1	3	2	6	5	5	2	4	30
24 Replace playground equipment	1	4	2	8	1	3	2	6	5	5	2	4	30
25 Pulloffs along E. Lake road	1	4	2	8	1	3	2	6	5	5	2	4	30
26 Annotated interpretive maps	1	4	2	8	2	6	2	6	4	4	1	2	30
27 Implement horse trail maintainence program	2	8	2	8	2	6	1	3	3	3	1	2	30
28 Develop campground status signs	1	4	2	8	1	3	1	3	7	7	2	4	29
29 Create Walk in the past loop	1	4	2	8	1	3	2	6	5	5	1	2	28
30 Investigate and develop new strolling opportunitie	1	4	2	8	1	3	2	6	3	3	2	4	28
31 Reconcile L of S for picnic areas and viewpoints	1	4	2	8	1	3	2	6	4	4	1	2	27
32 frontcountry campground bear-proof storage	1	4	1	4	2	6	1	3	8	8	1	2	27
33 Develop bus tour media	1	4	2	8	1	3	2	6	2	2	2	4	27
34 Pit privies/water Spiral Tunnels & Natural Bridge	1	4	1	4	2	6	1	3	8	8	1	2	27
35 Feature ID signs	1	4	1	4	1	3	2	6	6	6	2	4	27
36 Implement Spiral Tunnels parking proposal	1	4	1	4	1	3	1	3	8	8	2	4	26
37 Relieve congestion at Great Divide	1	4	2	8	0	0	1	3	7	7	2	4	26
38 Develop Kicking Horse fireroad trail	1	4	2	8	0	0	2	6	3	3	2	4	25
39 Develop a Firewood Strategy	2	8	1	4	1	3	1	3	5	5	1	2	25
40 Improve Natural Bridge intersection	0	0	1	4	1	3	2	6	7	7	2	4	24
41 RV sites at Hoodoo Creek	1	4	1	4	1	3	1	3	3	3	2	4	21
42 West end personal service	1	4	0	0	2	6	2	6	3	3	1	2	21
43 Install Loop Gates at Hoodoos	1	4	1	4	2	6	0	0	6	6	0	0	20
44 Showers at Hoodoo Creek	1	4	1	4	1	3	0	0	6	6	1	2	19
45 Replace Chancellor Peak privies (disabled access)	1	4	1	4	1	3	0	0	3	3	2	4	18
46 Spiral Tunnels train arrival medium	0	0	0	0	1	3	2	6	7	7	1	2	18
47 New eastbound picnic site	1	4	0	0	0	0	2	6	4	4	1	2	16
		0		0		0		0		0		0	0

2.0 Time Action Schedules for High Priority Class "B" Projects

The following several pages contain Time Action schedules for the highest priority capital projects. These were developed with the assistance of A&E (Pat Glover) and WRO Interpretation (Rob Ward, Geoff Lawrence, Maggie Stronge). They are intended to provide guidance in preparing PIP submissions for these capital projects. They will also be beneficial in providing direction in the revision of the park MYOP.

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PROJECT: Levels of Acceptable Change (Yoho Valley)

Objective:
To determine appropriate levels of use, visitor experience, and environmental impact in the Yoho Valley through the application of the LAC model.

To assess the use of LAC for wider use throughout Yoho and the Western region.

Problem/Opportunity:

- we have no formal way of determining appropriate use levels and corresponding environmental and social impacts in order to ensure the defined experience is achieved
- the Yoho Valley is a good example of an area with high use levels, various points of access, a variety of visitor types and evidence of environmental impact

Scope:

- limited to backcountry including Yoho Valley, Little Yoho Valley, Yoho Pass
- includes both environmental and social considerations (will require public surveys)
- public consultation

Considerations/Constraints:

- new process for CPS may involve some trial and error
- tested in the United States (eg.Bob Marshall Wilderness Complex in Montana)
- trail user survey in Yoho during summer 1990
- ongoing monitoring should not be required annually but rather on a regular basis

Priority: # 1

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility
- identify issues							Done as part of
- develop public consultation strategy	X						SP, WRO Comm
- Project Definition PIP							SP
- define & describe recreation opportunity classes and define sub-VAGs	X						SP, CCMs, WRO VS MP
- select indicators of conditions	X						SP, CCMs, WRO VS
- inventory existing conditions	X	X					SP, CVS, CPW,SRB
- specify standards for social & resource		X					SP, CCMs, WRO VS MP

conditions in each class							
- identify opportunity class allocations		X					" " " "
- identify mgmt options		X					" " " "
- select preferred option		X					" " " "
- Effective Approval PIP		X					SP
- implement & monitor			X	X	X	X	CCMs

Plan Section:
- Visitor Use and Promotion
- Hiking
- Backcountry Camping
- Challenge Seekers

PROJECT: Develop Park Data Plan

Objective:
To prepare a park data plan for the collection and maintenance of information on park VAGs to facilitate timely and effective management decisions.

Problem/Opportunity:
- existing data is limited and poorly organized and is a raw unuseable form.
- we aren't able to easily substantiate capital projects
- need to more effectively use park staff in the collection and maintenance of data.
- numerous locations of personal contact provide an opportunity for extensive data gathering on visitor characteristics

Scope:
- includes both day to day routines and capital projects (surveys)

Considerations/Constraints:
- must not be an increased burden on operating staff
- need to computerize it (staff training will be required)
- should be based on park VAGs
- organiztion of the data should be in a form that it supports a variety of planning and decision levels.
- some preliminary work has been started to investigate feasiblity of certain concepts (backcountry permits, O'Hara reservations)

Priority: # 2

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	CLASS
- determine needs							done (Emerald Lake workshop)		
- workshop to develop strategy	X						SP, WRO, PHQ		
- Project Defintion PIP	X						SP		
- concept		X					SP, WRO, PHQ		
- Preliminary Approval PIP		X					SP		
- system design			X				SP, WRO, PHQ	2.0	C
- Effective Approval PIP			X				SP		
- Implement & train		X	X	X	X		CCMs, SP, WRO,	30.0	C

Plan Section:
- Feedback, Socio Economic Information, and Monitoring

PROJECT: Yoho Valley Redevelopment (Kicking Horse Overflow)

Objective:
To redevelop the area to meet defined levels of service, to improve the aesthetics and to repair environmental damage.

Problem/Opportunity:

- opportunuties are poorly integrated
- need for a defined group campground within the park which meets the needs of the Leisure Group
- substandard levels of service

Scope:

- develop group campground
- improve picnic area
- improve overflow campground
- develop bicyclists' camping area
- information/orientation media (see Picnic Area media)

Considerations/Constraints:

- trail linkage with Kicking Horse campground and Burgess Shale exhibit
- media should be located in central location
- parking for Burgess Shale exhibit on south side of the road
- Preliminary Approval for picnic area and overflow campground obtained January 1990

Priority: # 3

Phasing/Costs:

	YEAR								
TASKS	1	2	3	4	5	Future	Responsibility	$	CLASS
- Redefinition and Project Brief (include site location for media)	X						SP, GWM, A&E		
- Preliminary Approval	X	X					A&E	1.0	B
- Effective Approval		X					A&E	NIL	
- Construction			X		X		A&E	149.0	B

Plan Section:

- Picnicking
- Camping

PROJECT: Park Entrance Information/Orientation Signs

Objective:
To provide arriving visitors with the necessary orientation information required to allow them to reach their desired location within the park.

To make arriving visitors aware of park opportunities with an emphasis on those nearby.

Problem/Opportunity:
- currently no source of informnation exists for people when they arrive at the park gates. This problem is magnified at the west end where staff presence is minimal and the closest source of information is the Inforamtion Centre, 24 km away.

Scope:
- includes east and west and 1A entrances
- does not include primary identification signs

Considerations/Constraints:
- old west info site is a good location for west gate signs
- primary identification sign site plan for the east gate includes an area for information/orientation media
- plans are in place to realign the 1A including near the Great Divide

Priority: # 4

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $
- Project Brief & Media Approaches Session							Done as part of Service Plan			
- Project Definition PIP							Done			
- Define Messages	X						SP,CPI,CVS,CPW			
- Media Package	X						WRO Interp	1.0	.3	12.5
- Preliminary Approval	X						SP			
- Final Design		X					WRO Interp,A&E	2.0	.4	17.0
- Effective Approval		X					SP,A&E,WRO Int			
- Construction			X				A&E			
- Production Artwork			X				WRO Interp	30.0	.2	9.0
- Media Fabrication & Installation			X				WRO Interp	60.0	.2	9.0

NOTE:
- Revise existing PIP to include 1A entrance.

Plan Section:
- Reception/Information/Orientation
- Interpretation

PROJECT: Develop Campground Media

Objective:
To provide a central location where visitors (primarily campground users of the Leisure Group) can get orientation to and basic interpretation of the campground area.

Problem/Opportunity:

- current non-personal communication at campgrounds is poorly designed and has not been developed in an integrated fashion resulting in confusing media
- existing media do not have a clear identifying motif that directs people to them for information.
- messages have been posted in an ad hoc manner, reacting periodically to people's needs, and therefore not provided in a comprehensive manner

Scope:

- Kicking Horse, Takakkaw Falls, Hoodoo Creek, Chancellor Peak
- brief description of the area incorporating expected visitor experience
- management messages
- wayfinding information to campground servcies and opportunities in the area
- basic park mandate message
- interp media for self-guided strolling opportunities
- brochure dispensers (which can be detached when supply runs out)

Considerations/Constraints:

- must be clearly visible and centrally located
- should be adjacent to self-registration kiosk in self-registration campgrounds (Takakkaw, Chancellor Peak, Hoodoo Creek)
- media at campgrounds with high repeat users (eg. Chancellor Peak) should incorporate more detailed messages. The media should also be designed to allow changing of messages every one or two years.
- similar projects proposed for Kootenay and Jasper
- Takakkaw Falls media should be incorporated with Yoho Valley trailhead media

Priority: # 6

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $
- Project Brief & Media Approaches Session	X						CPI,CVS,A&E, VRO Interp	0.4		?
- Project Definition	X						CPI			
- Message Research	X						CPI, CVS, CPW			
- Media Package		X					VRO Interp	1.0	.2	9.0
- Preliminary Approval		X					CPI			

- Final Design			X				WRO Int, A&E	3.0	.4	18.0
- Effective Approval			X				SP,A&E,WROInt			
- Construction				X			A&E			
- Production Artwork				X			WRO Interp	35.0	.3	13.5
- Media Fabrication & Installation				X			WRO Interp	160.0	.3	13.5

NOTES: Streamlining of research for media projects could be achieved by hiring one person to do the message research for all projects.

Plan Section:
- Campgrounds
- Interpretation

PROJECT: Disabled Access - Info Centre

Objective:
To ensure accessibility for the visually-, hearing-, and mobility-impaired to all services and facilities at the Information Centre.

Problem/Opportunity:
- some shortfalls exist particularly for the visually- and hearing-impaired
- this is the main location in the park where people can get personal and comprehensive information service

Scope:
- all services must be accessible

Considerations/Constraints:
- this building can be used for meetings with disabled persons until the Admin Building is upgraded to full accessibility

Priority: # 7

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility
- disabled access assessment	X						WRO VS, CVS, A&E
- Project Brief	X						A&E
- Project Definition PIP	X						A&E
- Media Package		X					WRO Interp
- Effective Approval		X					A&E
- Construction		X					A&E
- Media Design		X					WRO Interp
- Artwork			X				WRO Interp
- Fabrication/Install.			X				WRO Interp

Plan Section:
- Services for the Disabled
- Interpretation
- Reception/Information/Orientation

PROJECT: Develop Picnic Area and Viewpoint Media

Objective:
To provide information, orientation, and interpretation at picnic areas and viewpoints at a level consistent with the level of service proposed for each site.

Problem/Opportunity:

- lack of orientation to other opportunities at most sites
- see attached

Scope:

- 14 picnic areas and 14 viewpoints. Levels of service varies from Class C viewpoints through to major picnic areas and is outlined in detail in plan sections on Picnicking and Viewpoints.
- Heritage themes, information/orientation, management messages depending on the level of service

Considerations/Constraints:

- economy of implementation can be achieved by using a generic approach for sites along the highway that have similar messages. Design should be flexible to allow adding extra panel(s) where more specific or additional messages are to be presented.
- major picnic areas may be broken out as subprojects after the media package
- orientation information should be flexible to be updated yearly
- where practical, physical design should incorporate similar elements from site to site for economy and for easy visual reference by the visitor

Priority: # 8

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $
- Project Brief & Media Approaches Session							Done as part of Service Plan			
- Project Definition PIP	X						SP			
- Message Research	X						CPI, CVS, CPW			
- Media Package		X					WRO Interp	1.0	.2	9.0
- Identify subprojects		X					SP			
- Preliminary Approval		X					SP			
- Final Design			X	X	X		WRO Interp,A&E	2.0	.3	13.5
- Effective Approval			X	X	X		SP,A&E,WRO Int			
- Construction				X	X	X	A&E			
- Production Artwork				X	X	X	WRO Interp	20.0	.2	9.0
- Media Fabrication & Installation				X	X	X	WRO Interp	60.0	.2	9.0

NOTE:

- Phasing of implementation (varying by subproject) will be reassessed after subprojects have been identified.
- This project will replace the existing Kicking Horse Corridor Media project currently in the MYOP.

Plan Section:
- Picnicking
- Viewpoints
- Interpretation

PROJECT: Redevelop Tak Falls Day-use Area

Objective:
To redevelop the area to meet levels of service and to resolve issues stated below.

To redevelop the area making it fully accessible.

Problem/Opportunity:
- poor orientation (people can't find the trail to the falls)
- poor pedestrian traffic flow
- interpretive media outdated and unilingual.
- traffic congestion at backcountry parking area
- only the trail to the falls is accessible

Scope:
- includes parking for backcountry users
- does not include campground or Yoho Valley trailhead media
- major interpretive media
- high use area with high excellent opportunity for interpretation
- should include provision for future siting of Youth Hostel

Considerations/Constraints:
- class A estimate and Effective Approval obtained May 1990 for upgrading trail to falls for wheelchair accessibility. This does not include media or other infrastructure.

Priority: # 9

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $	CLASS
- Project Brief & Media Approaches Session	X						CPI,CVS,A&E, WRO Interp		.04		
- Project Definition		X					SP	5.0			B
- Message Research		X					CPI, CVS		.2	7.0	
- Media Package		X					WRO Interp	1.0	.2	9.0	B
- Preliminary Approval		X					SP,A&E				
- Final Design			X				WRO Interp	2.0	.5	20.5	B
- Effective Approval			X				SP,A&E,WRO Int				
- Construction				X			A&E	220.0			C
- Production Artwork				X			WRO Interp	20.0	.2	9.0	C
- Media Fabrication & Installation				X			WRO Interp	50.0	.2	9.0	C

Plan Section:
- Picnicking
- Strolling
- Interpretation

PROJECT: Overhead Road Signs

Objective:
To provide both east and west bound highway traffic with messages on road hazards, conditions, and closures.

Problem/Opportunity:

- accurate, up-to-date road conditions are currently unavailable for enroute travellers. B.C.'s new policy on avalanche monitoring in the Kicking Horse canyon may lead to more frequent road closures. During road closures people are often not near essential services such as accommodation and food.

Scope:

Considerations/Constraints:

- requires coordination with Banff, Alberta, and B.C.
- requires power source
- should pursue joint funding with Alberta and B.C.
- preference for location outside of park boundaries for aesthetics and to provide people with alternatives for accommodation/services
- closely tied to TCH improvement project

Priority: #11

Phasing/Costs:

	YEAR								
TASKS	1	2	3	4	5	Future	Responsibility	$	CLASS
- Obtain support from Four Block parks	X						Supt		
- Approach Alberta and B.C. and federal agencies involved with TCH project for joint funding	X						Supt		
- Project Definition and approval		X					Supt, A&E	10.0	B
- Preliminary Approval			X				A&E	25.0	B
- Effective Approval				X			A&E		
- Construction				X	X		A&E	420.0	C

Plan Section:

- Enroute

PROJECT: Develop Trailhead Media

Objective:
To provide visitors with information on regulations, experience, safe use, and area opportunities at all trailheads.

Problem/Opportunity:

- existing trailheads do not have an identifying motif that directs people to them for information
- information presented at trailheads is not always consistent in content

Scope:

- 17 trailheads grouped into three classes (6 large)
- accessible at Emerald Lake

Considerations/Constraints:

- Takakkaw Falls trailhead media should consider the campground media
- regional design concept to be tested in Mt. Revelstoke during summer 1990. These standards should be followed.
- artwork for Info Centre (Murray Hay oblique) may be able to be used for some trailheads. To allow this multiple use of the artwork the perspective should allow good views of the high priority Yoho Valley/Emerald lake area.

Priority: # 12

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$
- Project Brief							Done as part of Service Plan	
- Project Definition PIP							Done	
- Message Research							Done	
- Media Package							Done	
- Preliminary Approval							Done	
- Final Design	X						CVS,CPI,CPW,SP	
- Effective Approval	X						CVS	
- Fabrication/Construction	X	X					CVS	50.0

NOTE: Effective approval PIP should expand the project to include all trailheads and not just the five currently identified.

Plan Section:

- Hiking

PROJECT: Disabled Access - Spiral Tunnels

Objective:
To provide accessibility for the visually-, hearing-, and mobility-impaired to all services and facilities at the Lower Spiral tunnels viewpoint.

Problem/Opportunity:
- currently not accessible yet this site represents one of the higher priority patk themes and is one of the most highly-used sites in the country
- high number of bus tour groups that can take advantage of improvements through full accessibility design

Scope:
- media, washrooms, boardwork, parking, etc.

Considerations/Constraints:
- periods of excessive crowding
- existing ramp was designed at grade to represent Big Hill yet may not meet accessibility standards
- more detailed access planning to be done during summer 1990

Priority: # 13

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $	CLASS
- disabled access assessment	X						WRO VS, CVS, A&E				
- Project Brief	X						A&E				
- Project Definition PIP	X						A&E	7.0			B
- Media Package		X					WRO Interp	1.0	.2	9.0	B
- Preliminary Approval							A&E, SP				
- Effective Approval		X					A&E				
- Construction		X					A&E	77.5			C
- Media Design		X					WRO Interp	2.0	.3	13.5	C
- Artwork			X				WRO Interp	20.0	.2	9.0	C
- Fabrication/Install.			X				WRO Interp	50.0	.2	9.0	C

Plan Section:
- Services for Disabled
- Interpretation

PROJECT: Disabled Access - Emerald Lake

Objective:
To provide wheelchair access to the avalanche path and assisted wheelchair access to the bridge at the back of the lake.

To provide interpretive media that is accessible to hearing-, visually-and mobility-impaired as far as the avalanche path.

Problem/Opportunity:

- Emerald Lake is one of the highest used areas of the park. Facilities improved to disabled accessible standards can provide benefits to a great number of park visitors.
- Emerald Lake has the potential to serve as a staging area for a number of interpretive themes and is therfore a good location to develop memdia to disabled standards

Scope:

- trail and new media as far as avalanche path (see attached approaches session for other media)

Considerations/Constraints:

- detailed site assessment to be done as part of access planning during summer 1990
- other potential users include bus tours
- conflicts among disabled user groups
- some media already exists along this section of trail
- media package for entire Emerald Lake area should be completed before media for this component is fabricated

Priority:

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility
- disabled access assessment	X						WRO VS, CVS, A&E
- Project Brief	X						A&E
- Adjust Prelim Appr PIP	X						A&E
- Media Package		X					WRO Interp
- Effective Approval		X					A&E
- Construction		X					A&E
- Media Design		See Note					WRO Interp
- Atrwork							WRO Interp
- Fabrication/Install.							WRO Interp

NOTE:

- see other project for Emerald lake media related to media presentation to various VAGs
- trail construction should proceed any time. Media will be added later.
- Trailhead Media for Emerald Lake should be accessible as well.

Plan Section:

- Services for Disabled
- Interpretation

PROJECT: Disabled Access Upgrade - Campgrounds

Objective:
To upgrade frontcountry campgrounds to national disabled standards.

Problem/Opportunity:
- few opportunities exist in our campgrounds for disabled persons

Scope:
- Chancellor Peak, Takakkaw Falls, Hoodoo Creek, and Kicking Horse campgrounds
- sites and all associated infrastructure (tables, washrooms, firewood, trails, theatre/firecircle, orientation media, kiosk, etc.)

Considerations/Constraints:
- consolidate offer into one area of campground

Priority: # 17

Phasing/Costs:

	YEAR								
TASKS	1	2	3	4	5	Future	Responsibility	$	CLASS
- Project Brief & Project Definition	X						CVS, SP, A&E	9.0	B
- Preliminary Approval		X					" " "	40.0	C
- Effective Approval			X				" " "		
- Construction				X			A&E	251.0	C

Plan Section:
- Services for the Disabled
- Campgrounds

PROJECT: Interpretive Guidebook Book

Objective:
To present the whole park story in an integrated manner and in a medium which is accessible to all VAGs but targeted primarily to Heritage Appreciators.

Problem/Opportunity:

- a need to present the whole park story in one medium

Scope:

- focus on theme presentation with reference to specific sites
- thematic component and guide-type component
-
-

Considerations/Constraints:

- market assessment has been done on existing books in the Park Guidebook eries
- existing books eg. by Don Beers, Ben Gadd, and Graeme Pole

Priority: # 18

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $
- determine interest of potential partners	X						CPI			
- Project Definition PIP	X						CPI			
- market and product research	X						CPI, WRO Int. WRO Marketing	1.0		
- Develop Product Proposal & Distribution Strategy (Effective Approval)	X						CPI, CVS	1.0		
- Storyline Research and writing		X					CPI	2.0	.75	21.0
- Production		X	X				CPI, WRO Int.	40.0	.25	7.0

Plan Section:

- Interpretation

PROJECT: Enroute Signs

Objective:
To help members of every VAG find their way to the park and to provide a sense of anticipation as they approach the park.

Problem/Opportunity:
- no existing road signs indicate Yoho National Park.

Scope:
- signs at Golden and Castle junction

Considerations/Constraints:
- both Jasper and Kootenay have identified similar projects
- requires coordination with B.C. and Banff

Priority: #19

Phasing/Costs:

	YEAR								
TASKS	1	2	3	4	5	Future	Responsibility	$	CLASS
- determine KNP's status	X						SP		
- obtain support from Four Park block Supt	X						Supt		
- obtain approval from B.C.	X						Supt.		
- Prepare Sign Design		X					A&B	0.5	B
- Construct and Install		X					GWM	8.0	C

Plan Section:
- Enroute

PROJECT: Park Resource Centre

Objective:
To provide staff and Heritage Appreciators with a readily accessible, well-organized, up-to-date, comprehensive collection of natural, cultural and information (eg. books, maps, films. etc.) resources.

Problem/Opportunity:
- existing collections are poorly organized, incomplete, etc.

Scope:
- includes developing strategies for acquisitions, maintenance, loan of materials
- fossils, slides, books, films, vidoes, herbarium, geological specimens, skins and skulls, maps, technical manuals and plans
- accessible to public during specific hours

Considerations/Constraints:
- may be incorporated into Admin bldg upgrade or Field School Learning Centre

Priority: # 21

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility
- inventory existing collections	X						CPI
- determine user requirements	X						CPI
- priorize requirements	X						CCMs
- develop strategies for operation		X					CPI
- implement (scheduling may following Admin Bldg or School projects)		*					SP

NOTE: Initial tasks to completed as input into Admin Bldg project.

Plan Section:
- Interpretation

PROJECT: Redevelop Backcountry Campsites

Objective:
To provide visitors with an opportunity to camp in the backcountry in a natural setting with a minimum of man-made developments. To readjust backcountry campsites to reflect defined levels of service.

Problem/Opportunity:
- any of the backcountry campsites have been heavily impacted over the years
- levels of service are not consistent
- visitors complain that sites are too hard and too close together

Scope:
- all backcountry campsites

Considerations/Constraints:
- Limits of Acceptable Change strategy should provide foundation for refining levels of service.

Priority: # 22

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility
- Inventory levels of service at each campsite and document levels of resource impact	X						SP, CPW
- investigate new site & relocate McArthur Creek. Rehab old site	X	X					
- complete LAC study (see separate T/A)	X	X					
- implement LAC recommendations							

NOTE: This is to be incorporated into the LAC T/A.

PROJECT: Redevelop Kicking Horse Theatre

Objective:
To provide visitors with an opportunity to view interpretive programs during all types of weather as well as earlier in th evenings than is currently possible.

To redevelop the Kicking Horse theatre including the stage/backstage area to meet accessibility standards.

Problem/Opportunity:

- long daylight hours during summer limits the times at which programs can be presented to hours later than when many families can attend
- during rainy evenings (when more people are looking for alternative things to do) programs are currently presented in the covered backstage area which has a capacity of 100 people.
- currently inadequate power supply

Scope:

- provide a quality visual and sound presentation in a roofed area.

Considerations/Constraints:

- all audio/visual equipment must be simple to use and be accessible both on stage and backstage
- trail system to the theatre should be accessible to the disabled
- Kicking Horse campground redevelopment project is currently in MYOP
- no power lines to the theatre site

Priority: # 23

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $	CLASS
Resolve user requirements & prepare Project Brief	X						CPI, A&E, A/V	1.0			
Project Definition	X						CPI, A&E, A/V	1.0			B
Preliminary Approval		X					CPI, A&E	12.0			C
Effective Approval			X				CPI, A&E				
Construction			X	X			A&E	225.0			C
Equipment purchase/ installation				X			A/V	25.0			

Plan Section:

- Interpretation
- Services for the Disabled
- Camping

PROJECT: Replace Playground Equipment

Objective:
To provide safe playground equipment at frontcountry campgrounds and where possible in a design which reflects nearby heritage values (eg. train motif reflecting the CPR heritage)

Problem/Opportunity:
- existing playground equipment is unsafe

Scope:
- Kicking Horse and Hoodoo Creek campgrounds

Considerations/Constraints:
- public safety
- design to be theme related whereever possible (eg. train motif at Kicking Horse)

Priority: # 24

Phasing/Costs:

TASKS	YEAR								
	1	2	3	4	5	Future	Responsibility	$	CLASS
- Project Definition	X						CVS, A&E, CPI	2.5	B
- Preliminary Approval		X					A&E	2.5	B
- Effective Approval		X					"		
- Implementation			X				"	50.0	C

Plan Section:
- Campgrounds

PROJECT: Develop pulloffs along Emerald Lake road

Objective:
To provide opportunities for people driving along the Emerald Lake road to pull off the road and view the Preident range (while heading north) or the Goodsirs (while heading south).

Problem/Opportunity:

- scenic views of President range and Goodsirs encourage people to stop and take pictures, however they have no place to pull off the road. This is a public safety concern.

Scope:

- no interpretation media will be provided, just feature identification sign
- 1 RV (three car) capacity
- paved

Considerations/Constraints:

- good, unobstructed sight lines
- safe access/egress
- approaching signs to indicate pulloff
- historically, the Emerald Lake road was named "Snowpeak Avenue"

Priority: # 25

Phasing/Costs:

	YEAR								
TASKS	1	2	3	4	5	Future	Responsibility	$	CLASS
- identify prime locations	X						SP, A&E		
- project brief	X						A&E	2.0	B
- project definition	X						"		
- preliminary approval		X					"	3.0	B
- effective approval		X					"		
- construction			X				"	65.0	C
- sign fabrication and installation			X				"		

Plan Section:

- Pleasure Driving

PROJECT: Annotated Topographic Maps

Objective:
To provide members of the Active Group and Challenge Seekers with heritage interpretation, management messages, and information/orientation through a medium that they already use.

Problem/Opportunity:
- existing maps have one blank side which can be used for interpretive messages
- very few park media are targetted to the Active Group and Challenge Seekers (the primary users of topo maps)
-

Scope:
- saleable
- 1:50,000 (to be used for route finding)
- to be suitable for use before, during, and after the trip

Considerations/Constraints:
- do we use existing maps or develop new maps that better meet our needs with respect to geographical area
- possibility for third party production/distribution
- interpretive information should include messages relevant throughout the year
- trail information on existing topo maps would have to be updated

Priority: # 26

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $
- determine interest of potential partners	X						CPI			
- Project Definition PIP	X						CPI			
- market and product research	X						CPI, WRO Int. WRO Marketing			
- Develop Product Proposal & Distribution Strategy (Effective Approval)	X						CPI, CVS			
- Production		X					CPI, WRO Int.	19.0	.4	14.0

Plan Section:
- Interpretation
- Trip Planning

PROJECT: Emerald Lake Media

Objective:
To provide a variety of media to interpret the Emerald Lake story targetted to the various VAGs.

To provide a package of fully accessible interpretation of the Emerald Lake story.

Problem/Opportunity:
- high use area paricularly for bus tours in summer and cross-country skiers in winter
- lodge guests, cross-country, skiers, canoeists
- no central location that tells the whole Emerald lake story
- one of the few places in the park that lends itself well to presenting ALL park themes

Scope:
- lake circuit trail, horse trail, cross country ski trails

Considerations/Constraints:
- portion of the trail will be upgraded to accessible standards prior to media development
- variety of user types

Priority: # 33

Phasing/Costs:

YEAR

TASKS	1	2	3	4	5	Future	Responsibility	$	P.Y.	Sal. $
- Project Brief & Media Approaches Session							CPI, WRO Interp		.4	?
- Project Definition PIP	X						CPI			
- Message Research	X						CPI, CVS, CPW			
- Media Package		X					WRO Interp	1.0	.2	9.0
- Identify subprojects		X					CPI			
- Preliminary Approval		X					CPI			
- Final Design			X				WRO Interp,	2.0	.3	13.5
- Effective Approval			X				CPI,WRO Int.			
- Production Artwork				X			WRO Interp	30.0	.2	9.0
- Media Fabrication & Installation				X			WRO Interp	50.0	.2	9.0

Plan Section:
- Nordic Skiing
- Bus Touring
- Interpretation

Appendix 4 : Park Locations For Presenting Themes and Messages

APPENDIX 4

PARK LOCATIONS FOR PRESENTING THEMES AND MESSAGES

Introduction

The first two pages of this appendix identify the interpretive and management messages to be presented in the park. The last two pages identify the location in the park where each message is best presented.

COMMUNICATION MESSAGES - YOHO NATIONAL PARK

Message Number	MESSAGE TITLE
101.0	THE UNIQUE EDUCATIONAL ROLE (#3)
102.0	THE NATURAL THEMES OF THE NATIONAL PARKS (#4)
103.0	MAN/LAND RELATIONSHIP THEMES (#5)
104.0	THE SCIENTIFIC VALUE OF NATIONAL PARKS (#6)
105.0	ECONOMIC BENEFITS OF NATIONAL PARKS (#8)
106.0	MAKING THE NATIONAL SYSTEM REPRESENTATIVE (#13)
107.0	BALANCING PRESERVATION AND USE (#18)
108.0	ZONING (#19)
109.0	SCIENTIFIC, HISTORICAL AND SOCIOLOGICAL RESEARCH(#20)
110.0	PUBLIC PARTICIPATION (#21)
111.0	RESOURCE MANAGEMENT (#23)
113.0	INFORMATION AND INTERPRETATION (#26)
114.0	PARK ACCESS AND CIRCULATION (#29)
115.0	COOPERATION (#30)
116.0	PARKS VOLUNTEERS (#31)
117.0	RESIDENCY (#32)
118.0	MANAGEMENT PLANS (#33)
201.1	PREHISTORY
201.2	PALLISER EXPEDITION
201.3	KICKING HORSE PASS & CPR
201.4	SPIRAL TUNNELS
201.5	CPR & TOURISM
201.6	THE AGE OF ADVENTURE
201.6	YOHO NATIONAL PARK ESTABLISHMENT
201.7	MINING & LOGGING
201.8	TRANS CANADA HIGHWAY
202.1	GLACIERS AND LANDSCAPE
202.2	MODERN GLACIATION
202.3	WATER EROSION
202.4	RIVER PROCESSES
203.0	RECREATION
204.1	FOUR MOUNTAIN PARK WORLD HERITAGE SITE
204.0	KICKING HORSE HERITAGE RIVER
204.2	YOHO - EASTERN & WESTERN MAIN RANGES
204.3	NATIONAL PARKS AS ISLANDS
204.4	BURGESS SHALE
204.6	ICE RIVER IGNEOUS COMPLEX
205.1	ECOLOGICAL DIVERSITY
205.2	MONTANE LIFE ZONE
205.3	SUBALPINE LIFE ZONE
205.4	ALPINE LIFE ZONE
205.5	EMERALD LAKE BOTANICAL SIGNIFCANCE
205.6	LAKE O'HARA - SENSITIVE VEGETATION
205.7	OROGRAPHIC UPLIFT
205.8	YOHO WILDLIFE
301.0	REHABILITATION OF MAN-DISTURBED SITES
302.0	NON-NATIVE PLANT CONTROL
303.0	WILDLIFE / TRANSPORTATION CORRIDOR CONFLICTS
304.0	ENVIRONMENTALLY SENSTIVE SITES
305.0	ENCROACHMENT ON PARK LAND / POACHING
306.0	ROLE OF NATURAL PROCESSES

COMMUNICATION MESSAGES - YOHO NATIONAL PARK

Message Number	MESSAGE TITLE
307.0	BENCHMARKS OF NATURAL PROCESSES
308.0	COOPERATION WITH OUTSIDE AGENCIES
309.0	RESTRICTING ACCESS TO SPECIAL AREAS
312.0	THE ROLE OF FIRE (#24)
401.0	NATURAL HAZARDS
402.0	TRAFFIC HAZARDS
501.0	REGULATIONS
502.0	FEES
503.0	MAINTENANCE OF ESSENTIAL SERVICES
504.0	COOPERATIVE ACTIVITIES
601.0	WORLD HERITAGE
601.1	WORLD CONSERVATION STRATEGY
602.0	NATIONAL IDENTITY
603.0	ENVIRONMENT CANADA'S MANDATE
603.1	SUSTAINABLE DEVELOPMENT
603.2	NATIONAL PARKS PROGRAM
604.0	ENVIRONMENTAL ASSESSMENT REVIEW PROCESS (EARP)
605.0	CANADIAN ENVIRONMENTAL PROTECTION ACT (CEPA)
606.0	STATE OF THE ENVIRONMENT REPORTING
607.1	ACID RAIN
607.2	DEPLETION OF ATMOSPHERIC OZONE
607.3	LONG-RANGE TRANSPORT OF POLLUTANTS
608.0	GLOBAL CLIMATE CHANGE
609.1	FEDERAL WATER POLICY
609.2	WATER MANAGEMENT ISSUES
610.0	LAND MANAGEMENT
611.0	WILDLIFE MANAGEMENT
612.1	ENVIRONMENTAL CONSUMERISM
612.2	REDUCE/RE-USE/RECYCLE
613.0	CITIZEN ACTION

LOCATIONS FOR COMMUNICATING MESSAGES - YOHO NATIONAL PARK

	VIEWPOINTS											PICNIC AREAS													CAMPGROUNDS					GATES	
Message Number	Pre sid ent	Up Spl Tun	Low Spl Tun	Ott ert all	Mis ko	Mt Ste pen	N of Wat	Old Bri dge	Tru ker Ret	Wap ta TCH	Tru ck Stp	Eme rld Lak	KH Ove Flo	Tak Fal ls	Lea nch oil	Nev Bas Bnd	Vis Cnt re	Grt Div ide	Nat Br dge	Ami skw i	Fin Cre ek	Fae der Lak	Wap ta Fal	One Mil le	KH	Tak Fal ls	Hoo doo	Cha nce Pk.	O' Har	W. Gat e	E. Gat e
101.0																															
102.0												X																			
103.0													X																	X	
104.0												X																			
105.0																															
106.0	X											X																		X	
107.0															X																
108.0																															
109.0																															
110.0																															
111.0															X															X	
113.0																															
114.0																															
115.0																															
116.0																															
117.0																															
118.0																															
201.1															X																
201.2												X			X					X											X
201.3		X	X																												X
201.4		X	X																												
201.5												X																			
201.6												X																			
201.6												X																			
201.7													X		X					X											
201.8	X			X									X																		
202.1												X		X																	
202.2							X							X					X		X	X									
202.3							X					X		X					X												
202.4				X			X												X		X	X									
203.0												X			X																
204.1	X											X																		X	
204.0		X			X	X									X				X		X	X									
204.2	X																														
204.3												X			X															X	
204.4												X	X																		
204.6															X																
205.1	X											X																			
205.2												X			X																
205.3												X		X																	
205.4												X																			
205.5												X																			
205.6																															
205.7												X			X			X													
205.8				X											X													X			
301.0																				X		X									
302.0																															
303.0	X				X						X																				

LOCATIONS FOR COMMUNICATING MESSAGES - YOHO NATIONAL PARK

	VIEWPOINTS											PICNIC AREAS													CAMPGROUNDS					GATES	
Message Number	President	Up SplTun	LowSplTun	Ottertail	Misko	Mt Stepen	N of Wat	OldBridge	TrukerNet	Wapta TCH	Truck Stp	EmerldLak	KH OveFlo	TakFalls	Leanchoil	NewBasBnd	VisCntre	GrtDivide	NatBr dge	Amiskwi	FinCreek	FaederLak	Wapta Fal	OneMile	KH	TakFalls	Hoodoo	ChancePk.	O'Har	W. Gate	E.Gate
304.0				X								X			X																
305.0															X																
306.0												X																			
307.0												X																			
308.0																														X	
309.0															X																
312.0																					X										
401.0													X		X													X			
402.0	X			X																											
501.0												X																		X	
502.0																														X	
503.0	X												X															X			
504.0																															
601.0												X																		X	
601.1												X																			
602.0												X																			
603.0												X																		X	
603.1															X																
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